

Destination Marketing Committee (DMC) Meeting

Minutes for April 12, 2017

In attendance: Lonnie Karpick (Chairperson) Danny Halpin (Vice-Chairperson), Trent Allen (Secretary), Crystal Morrish, Darcie Thompson, Herb Jaques. Regrets: Sonny Lavallee

1. Call to order: The meeting was called to order at 5:08 p.m.
2. Adoption of Agenda: Lonnie requested Northern Manitoba Tourism Strategy be added under New Business. Danny requested two applications from Kinsmen be added under New Business. All were added and the agenda was adopted. Motion to accept was made by Crystal and seconded by Darcie and carried.
3. Minutes of the previous meeting: Motion to accept the minutes was made by Crystal and seconded by Danny and carried.
4. Old Business:
 - 4.1 Membership dues for Tourism North and Travel Manitoba: Clarity was sought on when the dues were due. The matter was tabled until information on that could be obtained.
 - 4.2 Application from 2017 Homecoming Committee: After discussion and deliberation of the application it was decided to support the application. A motion was made by Crystal and seconded by Herb to approve that application calling for \$2,000 to be granted to the 2017 Homecoming Committee for use towards rental of the Roy H Johnston Arena on August 5th and 6th, 2017. The motion was unanimously supported.
5. New Business:
 - 5.1 Visitor Information Centre: Discussion was held on the fact the Visitor Information Centre (VIC) was put out to tender for sale by the Town of The Pas. Crystal advised the Town did so as they no longer wanted to be in the business of being a landlord anymore. Lonnie advised there are no longer any current leases for tenants in the building as all leases had lapsed years earlier and were just continuing as is. Concern was expressed over the sale of the building eliminating the tourism aspect it provides with Lonnie stating it was an ideal location for a VIC. The Chamber of Commerce it was noted expressed little interest in taking over the building due to a variety of concerns. Herb questioned what the Town's plan was for tourism if the building sells and is no longer used as it currently is. Lonnie advised there wasn't a plan but that the Destination Marketing Committee (DMC) would have to explore establishing a plan. Herb also asked if the Town had given up on tourism. Crystal advised the Town had not given up on tourism and stated the Town doesn't feel it should have to own tourism either. Herb stated he felt having a facility dedicated towards tourism was a need, a point Lonnie agreed with. Herb asked Crystal what the Towns' plan for tourism was.

Crystal responded that the town didn't have a tourism plan and in her opinion it wasn't fair for the town to own tourism.

The question of where a staff person would now go once the DMC hired one was raised. Lonnie stated a future location would have to be negotiated and Crystal suggested approaching the Sam Waller Museum stating they had space.

- 5.2 Budget review: Lonnie advised of the potential to find funding to supplement the hiring of a staff person. Lonnie added The Pas Community Development Corporation (TPCDC) had also indicated they would provide financial support.
- 5.3 Council presentation: Lonnie suggested a presentation be made however indicated it wasn't an urgent need. Lonnie also noted that Town of The Pas council could find out information including the budget from the DMC by reviewing the minutes which have been submitted to the Town already.
- 5.4 Media interview/information: Lonnie suggested doing an article with the Opasquia Times. An interview is scheduled for April 19th. Crystal also advised that she would be approaching the Town about putting the grant application on line as well as in various Town facilities, including the Roy H. Johnston Arena.
- 5.5 Cooperation with CDC and Chamber of Commerce: During the most recent meeting of TPCDC, cooperation with the DMC was mentioned but not specifically discussed in depth. No plan was in place to talk to anyone specifically and Lonnie advised he would follow up on it.

Darcie asked that a meeting with all involved groups, including the Town of The Pas, The Pas & District Chamber of Commerce, TPCDC and DMC, be arranged so all parties could get together in one room and have an open discussion. Lonnie stated he would put in a request to have the DMC meet with Town council.
- 5.6 Northern Manitoba Tourism Strategy: Lonnie gave a review of the Northern Manitoba Tourism Strategy presentation he attended. An updated document will be sent to those who attended the meeting reflecting their feedback from the meeting.
- 5.7 Kinsmen Application Storefront: Initially tabled due to a lack of a budget and then combined with agenda item 5.8
- 5.8 Kinsmen application Convention: Initially tabled due to a lack of a budget, however when it was noted the two applications from the Kinsmen including agenda item 5.7 and that the event in item 5.8 was to occur in May it was elected to request a budget be submitted and vote would be conducted via email.

Additional information: Crystal suggested an acceptance and rejection letter be designed and presented at the next meeting. The secretary will build the letters.

6. Next meeting date: May 23, 2017, 5:00 p.m. at the Andersen Inn & Suites.
7. Adjournment: The meeting was adjourned at 6:19 p.m., moved by Crystal and seconded by Danny.