

Destination Marketing Committee (DMC) Meeting

Minutes for August 17, 2017

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

1. Call to Order: The meeting was called to order at 5:10 p.m.
2. Adoption of Agenda: Sonny added item 5.5 under New Business, Golf Course Application. The agenda was moved by Sonny and seconded by Darcie and carried.
3. Adoption of the minutes: The minutes of the June 20, 2017, regular meeting presented and adopted. Moved by Darcy, seconded by Sonny and carried.
4. Old Business

4.1. Tabled Items

4.1.1. Membership dues with Tourism North and Travel Manitoba: This item will continue to be tabled until new information is presented.

4.2. Grant application final report: This item was brought forward at the previous meeting on June 20, 2017, when Crystal noted the final reporting process for approved grants was never formally adopted. The process was to be circulated following that meeting and voted on via e-mail, however that never occurred as there was confusion over who was to have circulated the final report for voting. It was decided that Crystal would circulate the final report via e-mail and Crystal did so during the meeting.

4.3. Staff person: Darcie advised herself, Crystal and Rob Penner of The Pas Community Development Corporation (TPCDC) had gone through resumes which had been submitted for the staffing position and narrowed approximately 12 applicants to three. A teleconference interview for all three was conducted last week by Darcie, Crystal, Rob Penner and Alan Gibb, Chairperson for TPCDC and from there two applicants were selected to be brought into the community for a more extensive interview to be held later this week. Both potential staff members indicated they would be willing to start the position sometime between the middle to the end of September if they are successful.

5. New business

5.1. Signing authorities: The Town of The Pas has stated there is a banking account for the Destination Marketing Committee and as such the committee would need to appoint a treasurer and appoint signing authorities. Crystal noted there are cheques which have been printed out as well.

Darcie suggested waiting for the signing authorities to be processed after a staff person was hired as that person would need signing authority and it would be a duplication of paperwork to do signing authorities before that was completed. Crystal noted the committee would have to cover costs for the two applicants coming in for the final interview anyway so there are costs incurred that need to be covered before that person is hired already. Darcie replied that the paperwork wouldn't be completed prior to the applicants coming in anyway so waiting would be fine. The point was then raised of how the

committee would cover those expenses and Lonnie advised he'd be willing to cover costs and be reimbursed later if need be.

It was decided the executive, consisting of the President, Vice-President, Secretary and Treasurer, would have signing authority for the committee's bank account.

Motion: That the executive of the Destination Marketing Committee have signing authority for the committee's bank account. Moved by Crystal, seconded by Trent, all in favor and carried.

Trent advised that he had picked up the cheques from the Town and had distributed cheques to cover the three grants the committee had already approved, one to The Pas Homecoming 2017 committee and two to The Pas Kinsmen Club.

Regarding appointing a Treasurer Crystal volunteered to serve as Treasurer for the Destination Marketing Committee.

Motion: That Crystal Morrish be appointed as Treasurer of the Destination Marketing Committee. Moved by Sonny, seconded by Darcie, all in favor and carried.

5.2. Bookkeeper/accounting: Crystal advised the Town needed to find a bookkeeper for the committee. Darcie suggested approaching Margaret Geary and Crystal stated she would contact the Town's new comptroller. Crystal stated she couldn't provide the name until the person had been formally announced by the Town.

5.3. Grant application for Kinsmen Mud Run: The grant application for the Mud Run was reviewed by the committee. It was initially noted it hadn't been signed, however Crystal advised Kinsmen had been made aware of that and she supplied a copy of the signatures which the Kinsmen committee provided to her.

The application applied for \$5,000 from the Destination Marketing Committee. After discussion, it was felt there wasn't enough information to support the amounts being sought nor was there enough information to support the estimated number of participants claimed in the application and it was decided to provide \$3,800 in funding.

Motion: That the Destination Marketing Committee provide the following amounts towards the application titled True North Tough Mud Run submitted by The Pas Kinsmen Club: \$500 for website set up and maintenance, \$300 for social media advertising, \$1,000 for insurance, \$1,250 for t-shirts -both competitor t-shirts and volunteer t-shirts- and \$750 for elite finisher medals. Moved by Crystal, seconded by Sonny, all in favor and carried.

5.4. Grant application for the Fetal Alcohol Spectrum Disorder Committee: The grant application regarding bring in Kim Barthel to work with Kelsey School Division staff was reviewed. It was felt the application didn't fit the criteria of the Destination Marketing Fund. Crystal advised there were other grants which would better suit this application.

Motion: That the application submitted by Fetal Alcohol Spectrum Disorder Committee to the Destination Marketing Fund be declined. Moved by Crystal, seconded by Darcie and carried.

5.5. Golf course application: Sonny spoke on a potential application that may be submitted in the future on behalf of Halcrow Lake Golf & Country Club. The reasoning behind the application is to find assistance to cover damage done by flooding which occurred at the golf course earlier this year with damages estimated between \$70,000 and \$100,000. Sonny said the golf course “is in pretty dire shape.”

The committee discussed a potential future application from the golf course and explained some details of the application to answer some questions Sonny had from the executive at Halcrow Lake Golf & Country Club.

6. Next meeting date: It was decided to wait until the staff person was hired before setting a date as it would be preferred to set up a meet and greet for the new hire. A date will be set via e-mail.
7. Adjournment: The meeting was adjourned at 6:04 p.m. Moved by Crystal and all were in favor.