

Destination Marketing Committee (DMC) Meeting

Minutes for May 23, 2017

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

1. Call to order: The meeting was called to order at 5:03 p.m.
2. Adoption of Agenda: Moved by Sonny, seconded by Herb, agenda adopted as presented. All in favor and carried.
3. Adoption of minutes: Moved by Herb, seconded by Sonny the minutes of the last meeting from April 12, 2017 were adopted as presented. All in favor and carried.
4. Old Business

4.1 Tabled items

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

4.1.2. Staff Person: Lonnie circulated a job description for the position of a staff person. Lonnie indicated he had not had further contact with Alan Gibb, Chairperson for The Pas Community Development Corporation (TPCDC), regarding the staff person and the possibility of the position being a joint venture between the DMC and TPCDC. Lonnie also stated The Pas Community Renewal Corporation had discussed taking the position on as a contract however it was decided to initially look at hiring someone before exploring that option. It was noted an office inside the Visitor Information Centre (VIC) would be preferred, however that building has been sold and is currently in a state of transfer from the Town to the new owners and that would need to be completed before working out any rental agreement for an office there. Having an office inside the VIC would also permit full-time coverage for tourists visiting the centre as the Chamber of Commerce is also at the same facility.

The job description presented by Lonnie was reviewed and given approval in principle. The job would be for 40 hours per week, paying between \$35,000 and \$40,000 annually and be of a two-year term. A motion was made to advertise the job description, pending discussion with TPCDC, moved by Danny, seconded by Sonny and all were in favor.

4.2 Meeting with the Town: The meeting with the Town was to be held shortly after this meeting and it was expected it would be a brief meeting. Lonnie hoped to set up a process to pay out funding the DMC is approving and work out how to market the DMC as well.

Lonnie stated he felt the DMC working underneath another organization, possibly as a sub-committee, would be most beneficial as it would allow access to funds and to be able to pay out money approved by the DMC and suggested going under TPCDC as they are

incorporated and can do the administrative work. Lonnie also stated he'd like to see better cohesiveness and clarity on the relationship between the Town and the DMC.

5. New business:

5.1 Acceptance and rejection letters: Letters to both approve and reject applications for funding were presented by Trent. It was decided the letters looked good but do not need a crest or logo at the top of the main page. Clarity on mailing addresses and email address were asked for by Trent and Lonnie stated that would also be something that needs to be worked out with the Town on whether they should be through the Town or independent.

A motion to accept the letters are presented in principle pending answers to the questions poised was made by Herb and seconded by Danny. All were favor and the motion was carried. The letters were then tabled until the information requested was received.

6. Next meeting date: The next meeting was set for June 20, 2017 at 5:00 p.m. at the Andersen Inn & Suites.
7. Adjournment: The meeting was adjourned at 5:30 p.m., moved by Danny and seconded by Sonny. All in favor.