

## Destination Marketing Committee (DMC) Meeting

Minutes for June 20, 2017

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

1. Call to Order: The meeting was called to order at 5:05 p.m.
2. Adoption of Agenda: Crystal added item 5.3 Churchill and Region Economic Development Fund. The agenda was adopted as amended, moved by Crystal and seconded by Danny. All were in favor and it was carried.
3. Adoption of the minutes: The minutes of the May 23, 2017 regular meeting and the June 5, 2017 special meeting were presented and adopted. Moved by Crystal and seconded by Danny. All were in favor and it was 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. Meeting with the Town: Lonnie reported on the meeting he had with Town council on May 23<sup>rd</sup>. The main thing that came out of the meeting was the direction to have a get together in the fall with the Town as well as other stakeholders such as The Pas Community Development Corporation. Crystal said the Town likely will facilitate the meeting but agreed they would wait until fall for the meeting to be held. Lonnie stated he felt the presentation went well.

4.3. Acceptance/rejection letter: It was noted at the previous meeting clarification on the email and mailing address was sought. Crystal advised the Town's mailing addressed could be used for the DMC provided items coming to the DMC were clearly identified as being for the DMC. Crystal also advised there was a previously agreed to email address for the DMC, [dmcommittee@townofthepas.ca](mailto:dmcommittee@townofthepas.ca) however the password had changed and is now Totp6271100 Crystal advised the council representative for the DMC would bring all correspondence that is mailed to the Town for the DMC to all meetings.

### 5. New Business

5.1. Grant final report: Crystal said a final report should be approved and she advised a copy of a suggested final report was circulated however it wasn't approved several months ago. Lonnie advised the final report Crystal had presented earlier would be circulated again and a vote would be conducted via e-mail for its approval.

5.2. Payment method: Crystal advised there was concerns over getting payment of approved grants processed. The process believed to be in place through the Town is not working and it Crystal stated the Town's Chief Financial Officer Jodie Madden had

advised the DMC had its own bank account and should have a treasurer and signatories to make payments of grants. It was noted both Lonnie and Crystal had asked the Town if the DMC previously had its own bank account and were both advised it did not. Crystal noted some people have asked about payment of approved grants and Danny also stated The Pas Kinsmen Club had asked him about payment as well. It was decided the DMC would undergo the process of appointing a treasurer and signatories but in the meantime, those who had received grants were to invoice the Town for payment. Crystal stated the matter was going to be brought up at the next Town council meeting to gain further clarity.

5.3. Churchill and Region Economic Development Fund: Crystal explained a fund had been set up for communities primarily along the Hudson Bay Rail line but also in other areas of the northern half of the province in response to the impacts felt along the bay line. A request to set up a list of commercial entities and then avenues to attract new business to The Pas and area was passed down to The Pas Community Renewal Corporation (TPCRC) and TPCRC had asked if the DMC would provide a letter of support for their report. Danny made a motion to have Lonnie write a letter of support.

Motion: Moved by Danny, seconded by Crystal, that Lonnie write a letter of support to The Pas Community Renewal Corporation for their report. All were in favor and the motion carried.

Additional information: Lonnie advised Darcie had told him that the deadline for applications for a staff person had passed and no applications were submitted. It was agreed the DMC would look at advertising the position further including on the Job Bank. Crystal stated she would approach the Town about using their profile on the Job Bank to advertise the position.

6. Next Meeting Date: A date for the next meeting wasn't set. Lonnie advised a date would be set sometime in August.
7. Adjournment: The meeting was adjourned at 5:28 p.m. Moved by Crystal and all in favor.