

## Destination Marketing Committee Meeting

April 26, 2018 12:00 p.m.

Visitor Information Centre

In attendance: Crystal Krost, Danny Halpin (chairperson), Darcie Thomson, Trent Allen, Terry McKellep, Kim Ballantyne (Destination Marketing/Economic Development Coordinator)

1. Call to order: The meeting was called to order at 12:07 p.m.
2. Adoption of agenda: Danny added 4.6.3 Kinsmen final report and Crystal added 5.2 Nominations to the agenda. The agenda was adopted as amended, moved by Crystal and seconded by Darcie, all in favor and carried.
3. Adoption of minutes: The minutes of the April 5<sup>th</sup> meeting were presented. Moved by Crystal and seconded by Darcie, all in favor and carried.
4. Old Business

### 4.1 Tabled items

4.1.1. Membership dues with Tourism North and Travel Manitoba: Crystal advised that due to an amalgamation of Tourism North and Travel Manitoba these dues would not be forthcoming. The item will be dropped from the agenda.

4.2 Live influencer: Kim stated the Live Influencer will be coming to the area August 14<sup>th</sup> to 16<sup>th</sup> and would be visiting a number of local areas, including the Sam Waller Museum, The Caves and doing a fishing tour.

4.3 DMC powerpoint: Kim ran through the powerpoint she was tasked with creating at the previous meeting. Some feedback was provided on the presentation and Kim would provide an updated version based on that feedback via email to the board.

4.4 Place branding: Crystal explained the place branding meeting took place the week prior and the expectation that \$10,000 per year for three years was expected to be contributed as a minimum from the region in order for the place branding to be done for The Pas and area. The Town of The Pas discussed this at their previous council meeting and called for \$5,000 per year to come from the Town and council sought to have that amount be provided by the Destination Marketing Committee. It was decided the matter will be left until Travel Manitoba brings back their mock draft of the branding for review.

4.5 Spraypark: A resolution is expected to come forward from Town council calling for the Town to absorb the costs of maintenance and operation of the spraypark once it is constructed. Crystal said she believes it will pass and should come some time in May. Further discussion on the spraypark is to be brought forward at a special meeting in the future.

### 4.6 Final reports

4.6.1. The Pas Community Development Corporation: Tabled.

4.6.2. The Pas Minor Hockey Association: The final report for the grant approved for The Pas Minor Hockey Association from March, 2018, was received and reviewed.

MOTION: Approve the final report received from The Pas Minor Hockey Association.  
Moved by Darcie, seconded by Crystal, all in favor and carried.

4.6.3. Kinsmen Club: Tabled.

5. New business

5.1 Grant Applications

5.1.1. Chamber of Commerce Trade Show: Trent declared a conflict on this grant application. The board reviewed the application and it was brought forward for a vote.

MOTION: Moved by Crystal, seconded by Darcie, that the Destination Marketing Committee accept the application and the amount requested from The Pas & District Chamber of Commerce. All opposed, the motion was defeated.

5.2 Nominations: Terry McKellep attended the meeting as the new representative of the Northern Manitoba Trappers' Festival. MOTION: That Terry McKellep be accepted as the new Northern Manitoba Trappers' Festival representative on the Destination Marketing Committee. Moved by Darcie, seconded by Trent, all in favor and carried.

6. Next meeting date: May 24<sup>th</sup>, 12:00 p.m., Visitor Information Centre

7. Adjournment: The meeting was adjourned at 12:56 p.m., moved by Darcie.