

## Destination Marketing Committee Meeting

December 4, 2017, 12:00 p.m.

Visitor Information Centre

In attendance: Herb Jaques, Don Dunnigan, Darcie Thomson, Sonny Lavallee, Kim Ballantyne (Destination Marketing/Economic Development Coordinator), Trent Allen, Danny Halpin (Chairperson)

Regrets: Crystal Krost

1. Call to order: The meeting was called to order at 12:10 p.m.
2. Adoption of the agenda: The agenda was adopted as presented. Moved by Herb, seconded by Sonny, all in favor and carried.
3. Adoption of minutes: The minutes of the November 9, 2017, meeting were adopted as presented. Moved by Darcie, seconded by Don, all in favor and carried.
4. Old Business

### 4.1. Tabled Items

4.1.1. Membership dues with Tourism North and Travel Manitoba: It was noted the dues for these are expected to be provided in January. The item is tabled until then.

4.2. Election of new chairperson/board member roles: Darcie moved that Danny be named the new chairperson to replace Lonnie Karpick who had stepped down. Don seconded the motion; all were in favor and carried. As Danny was the Vice-Chairperson that role was now vacant. Darcie was nominated to be the new Vice-Chairperson, all were in favor and it was carried.

## 5. New Business

5.1. Grant application Story Tellers Film Festival: The Story tellers Film Festival grant application was reviewed. Questions arose about the justification for the number of expected attendees that would be at the festival as it was noticeably larger than what past attendance had been. It was also felt that the attendance would largely be from within town limits and would not draw in many people to the community. It was advised that the application may be better suited to a few other granting agencies as well. Moved by Don and seconded by Sonny, that the Story Tellers Film Festival application be declined. All were in favor and it was carried. Kim would follow up with a letter to the applicants to advise that the application was declined and provide reasons why and possible other places the application could be submitted.

5.2. Quarterly allocations to CDC for DM/ED Coordinator position: Crystal had asked that a motion be made to allow for quarterly allocation to the CDC to provide for funding for the Destination Marketing/Economic Development Coordinator be made, at a sum of \$11,500 every three month. After discussion it was noted the DMC had not made a budget for 2018 yet and that it would be better

advised to wait for a bill from the CDC for the funding allocation. The item was tabled until a bill from the CDC is provided.

5.3. Cheque Binder: Crystal requested a motion be made to allow for the purchase of a cheque binder and estimated the cost would be \$20.

MOTION: That Crystal Krost be permitted to purchase a cheque binder at a cost not to exceed \$30. Moved by Sonny, seconded by Darcie, all in favor and carried.

5.4. Small expense allocation: Stemming from the previous agenda item, it was felt a dollar amount be established for smaller cost purchases such as the cheque binder from item 5.3. Discussion was made of setting a dollar amount but it was decided to table the item until a bookkeeper was hired as this would need to be a budget item.

5.5. Minutes for the Town: It was noted the minutes from DMC meetings were being posted publicly by the Town of The Pas prior to their formal acceptance by the DMC board. Concern was expressed over this as the minutes had not been accepted and could still have some alterations made. Danny advised he would speak to Crystal, who is the Town of The Pas representative on the DMC, about the issues and ask that the minutes not be posted until such time as they have been approved by the DMC board.

6. Next meeting: A date will be determined in the future for the next meeting.

7. Adjournment: The meeting was adjourned at 12:41 p.m. Moved by Sonny.