

Destination Marketing Committee Meeting

February 7, 2018 12:00

Visitor Information Centre

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

Regrets: Don Dunnigan (with votes on grants submitted)

1. Call to order: The meeting was called to order at 12:07 p.m.
2. Adoption of the Agenda: The agenda was amended to item 5.7. DMC Coordinator at the request of Herb. Moved by Sonny, seconded by Darcie, all in favor and carried.
3. Adoption of minutes: The minutes of the January 24, 2018, meeting were adopted as presented with Herb and Darcie abstaining as they were not in attendance at the meeting. Moved by Crystal, seconded by Sonny, all in favor and carried.
4. Old business

4.1 Tabled items

4.1.1. Membership dues with Tourism North and Travel Manitoba: This was tabled until further information is available.

5. New business

5.1 Grant application Trappers' festival Damn Jam: This application was reviewed. Concern was expressed over the fact the application was submitted less than a month prior to the event being held. Crystal and Sonny declared a conflict and abstained from voting. The application was voted on and defeated.

5.2 Grant application The Pas Minor Hockey Association: This application was reviewed. Crystal made a motion to approve the application in the amount requested of \$4,000. Seconded by Trent. All in favor and carried.

MOTION: That the grant application from The Pas Minor Hockey Association from the February 7, 2018 meeting of the Destination Marketing Committee be approved in the amount of \$4,000. Moved by Crystal, seconded by Trent, all in favor and carried.

5.3 Grant Application The Pas Families Building a Better Community: This application was reviewed and several questions were asked to provide clarification. Crystal requested that the group or a representative thereof attend the next meeting of the Destination Marketing

Committee to make a presentation. Crystal made a motion to table the application and invite The Pas Families Building a Better Community to the next Destination Marketing Committee. Seconded by Sonny, all in favor and carried.

MOTION: That the grant application from The Pas Families Building a Better Community from the February 7, 2018 meeting of the Destination Marketing Committee be tabled until a presentation from a representative of The Pas Families Building a Better Community can be made to the Destination Marketing Committee. Moved by Crystal, seconded by Sonny, all in favor and carried.

5.4 Grant Application The Pas Community Development Corporation: This application was reviewed. Concern was expressed over the lack of funding from organizations other than the Destination Marketing Committee and that there were no out of town visitors noted on the application by Trent. Crystal spoke in favor of the application stating the training it would provide would be beneficial regarding tourists coming to the community. Crystal put forth a motion to accept the grant application in the requested amount, seconded by Darcie. Herb and Danny declared a conflict and abstained from the vote. Darcie, Sonny, and Crystal were in favor, Trent opposed, and the application was carried.

MOTION: That the grant application from The Pas Community Development Corporation from the February 7, 2018 meeting of the Destination Marketing Committee be approved in the amount of \$6,675.72. Moved by Crystal, seconded by Darcie. Approved and carried.

5.5 Travel Manitoba Advertising Partnerships: This relates to a funding request to invite a Live Influencer from Travel Manitoba to come to the community to speak about community branding, a follow up to the presentation giving by Al McLauchlan at the January 24th meeting. Moved by Trent, seconded by Crystal that \$2,100 be approved to bring the Live Influencer to the community for a future speaking engagement. All in favor and carried.

MOTION: That \$2,100 be provided to bring a Live Influencer from Travel Manitoba to The Pas and area at a date yet to be determined. Moved by Trent, seconded by Crystal, all in favor and carried.

The date at which the session with the Live Influencer will be held will be set at a later date.

5.6 Grant reporting 2017 Arts, Craft and More: The final report for the 2017 Arts, Craft and More grant was submitted for review. The final report was accepted as information. It was noted this was the first final report to be submitted and that follow up with other grants will be made to request those final reports be submitted.

5.7 DMC Coordinator: Herb expressed concern regarding process and structure relating to the DMC Coordinator position, noting there were some potential holes regarding reporting of activities of the Coordinator to the committee. Herb also expressed concern regarding potential liability relating to this. It was decided the Directors Report would be added to the agenda for

future meetings prior to Old Business to ensure the committee is updated directly from the DMC Coordinator.

Crystal pointed out a request had been made to The Pas Community Renewal Corporation to have their policies and procedures submitted to the Destination Marketing Committee to use as a guide to form policy and procedures for the DMC Coordinator position and that had not yet happened. Kim also stated she was awaiting permission to access the Town of The Pas' website to provide more information relating to her position. Kim was directed to send formal letters from the Destination Marketing Committee to The Pas Community Renewal Corporation to get a copy of their policies and procedures and to the Town of The Pas to gain access to the Town's website.

6. Next meeting date: March 14, 12:00 p.m. at the Visitor Information Centre.
7. Adjournment: The meeting was adjourned at 12:54 p.m. Moved by Crystal.