

## Destination Marketing Committee Meeting

January 24, 2018 12:00

### Visitor Information Centre

In attendance: Sonny Lavallee, Danny Halpin (Chairperson) Crystal Krost, Don Dunnigan, Trent Allen, Kim Ballantyne (Destination Marketing/Economic Development Coordinator), Al McLauchlan (guest)

1. Call to order: The meeting was called to order at 12:12 p.m.
2. Adoption of the Agenda: The agenda was amended to include a presentation from Alan McLauchlan, Northern Manitoba Tourism Consultant for Tourism Manitoba. McLauchlan's presentation will fall immediately after the agenda is adopted. Moved by Don, seconded by Sonny, all in favor and carried.
3. Al McLauchlan's presentation: Al presented regarding his role with Travel Manitoba's tourism strategy. He said Tourism Manitoba is bringing two photographers to The Pas and area for Trappers' Festival to get photos of the festival and surrounding region, as well as some fishing derbies as Tourism Manitoba has no content for the region currently. There will be an emphasis put on ice fishing and Travel Manitoba is gathering information on what packages and opportunities are available in The Pas that can be marketed. Al also spoke about place branding and brought information to share regarding this. For a cost of \$10,000 over a period of three years a community brand can be developed that is owned by the community as a whole and not just one organization or the municipality. The goal of the branding and Travel Manitoba's efforts is to raise awareness and show that tourism is important for our economy. Don spoke of a need to improve quality of beds in the region and increase the of beds and McLauchlan agreed, though questioned if improving beds wouldn't come following the number of tourists increasing.
4. Adoption of minutes: The minutes of the December 4, 2017, meeting were adopted as presented with Crystal abstaining as she was not in attendance at the meeting. Moved by Sonny, seconded by Don, all in favor and carried.
5. Old business

#### 5.1 Tabled items

5.1.1. Membership dues with Tourism North and Travel Manitoba: Crystal advised she had let the Town of The Pas know they could forward the bill for membership in these organizations to the Destination Marketing Committee. Additionally, she advised the membership in Tourism Manitoba is changing as the membership previously included advertisements on behalf of the community from Travel Manitoba. With Travel Manitoba's efforts to pitch community branding they are moving towards promoting that. The question was raised of whether the Destination Marketing Committee wanted to

pursue community branding but it was noted a meeting surrounding community branding was expected to occur in the spring and that it would be best to defer until that time.

6. New business

6.1 Grant application Citizens on Patrol Program: This application was withdrawn by the applicant

6.2 Grant application The Pas Minor Hockey Association: As this application as well as the applications in agenda items 6.3 (The Pas Families Building a Better Community) and 6.4 (The Pas Community Development Corporation) were submitted just prior to the meeting and not all committee members had time to review them it was decided to defer all three applications to the following meeting.

Motion: Moved by Sonny, seconded by Don: That grant applications from The Pas Minor Hockey, The Pas Families Building a Better Community, and The Pas Community Development Corporation be tabled until the next committee meeting. All in favor and carried.

7. Next meeting date: February 7 at 12:00 p.m. at the Visitor Information Centre

8. The meeting was adjourned at 12:49 p.m. Moved by Crystal.