

## Destination Marketing Committee Meeting

August 22, 2018, 12:00 p.m.

Visitor Information Centre

In attendance: Herb Jaques, Danny Halpin (Chairperson), Crystal Krost, Darcie Thomson, Trent Allen, Kim Ballantyne (Economic Development Director & Destination Marketing Coordinator)

Regrets: Lorrie Weldon

1. Call to order: The meeting was called to order at 12:03 p.m.
2. Adoption of the agenda: The agenda was adopted as presented. Moved by Crystal, seconded by Herb, all in favor and carried.
3. Adoption of minutes: The minutes of the May 24, 2018, meeting was adopted as presented. Moved by Crystal, seconded by Darcie, all in favor and carried.
4. Old Business

- 4.1. Application review: The Pas Community Renewal Corporation – Tri-Community Art Mural – The application from The Pas Community Renewal Corporation that was tabled at the previous meeting was reviewed again with new information presented. A new quote was presented however the application wasn't changed much and concerns were expressed over the lack of local labour being used. Danny suggested providing funding to cover costs associated with one component of the application that would see a local contractor install framing for the mural.

MOTION: Approve the cost of \$1,092 for the installation of backing aluminum sheets as part of the application from The Pas Community Renewal Corporation for an art mural. Moved by Danny, 2<sup>nd</sup> by Trent. Three in favour, two opposed and carried. Funding is pending confirmation the project will still go ahead.

- 4.2. Application review: The Pas Action Centre with The Pas Volleyball family – The application from the Volleyball family that was tabled at the previous meeting was reviewed again however more information was still needed.

MOTION: To table the application from The Pas Action Centre and The Pas Volleyball family until further information including a quote is provided. Moved by Crystal, 2<sup>nd</sup> by Herb, all in favour and carried.

## 5. New Business

- 5.1. Application review: OCN Blizzard – Discussion was held on the application from the OCN Blizzard.

MOTION: To accept the application from the OCN Blizzard in the amount of \$8,400. Moved by Crystal, 2<sup>nd</sup> by Darcie, all opposed and defeated.

- 5.2. Indigenous Tourism Summit – Information from Kim was presented and received as information
- 5.3. Financial report – Crystal circulated a financial report. The approximate balance as of August 22<sup>nd</sup>, 2018 in the Destination Marketing Committee account is \$227,326.19. There is \$3,210 in outstanding grants from that due to some approved grants having yet to file their final reports in order to claim the final 10 per cent of their approved amount.
- 5.4. Staff person duties list – Discussion was held with Kim regarding the duties and objectives first brought forward during the committee’s work meeting from June.
- 5.5. Live Influencer – Kim spoke regarding the live influencers which came to the community and surrounding area earlier this month. Further information from the live influencer would be coming later in the week or next week. Kim stated the live influencer stated they had a good time.
- 5.6. Coordinator report - The report was discussed and received as information

6. Next Meeting Date: The next meeting will be on September 12, 2018, at the Visitor Information Centre at 12:00 p.m.

7. Adjournment: The meeting was adjourned at 12:34 p.m., moved by Crystal.