

Destination Marketing Committee Meeting

July 26, 2018, 12:00 p.m.

Visitor Information Centre

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

Regrets: Herb Jaques

1. Call to order: The meeting was called to order at 12:07 p.m.
2. Adoption of the agenda: The agenda was adopted as presented. Moved by Crystal, seconded by Darcie, 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 Don, all in favor and carried.
4. Old Business – there was no old business on the agenda.

5. New Business

5.1. New board member – Lorrie Weldon: A motion was made to accept Lorrie Weldon as the new representative to the Destination Marketing Committee from the Northern Manitoba Trappers' Festival.

MOTION: That Lorrie Weldon be accepted to the board of the Destination Marketing Committee as the Northern Manitoba Trappers' Festival Representative. Moved by Crystal, seconded by Darcie, all in favor and carried.

5.2. CDC Invoice: The quarterly invoice from The Pas Community Development Corporation was presented and was agreed to be paid in full.

MOTION: To pay the invoice from The Pas Community Development Corporation dated March 31, 2018 as presented in the amount of \$11,623.71. Moved by Don, seconded by Crystal, all in favor and carried.

5.3. Application review: The Pas Arts Council - Promotion of Events and Member Groups: The application from The Pas Arts Council was reviewed and discussed. Questions arose about how much outside tourists or visits would be generated from the events listed in the application while it was also pointed out the application had a start date of September 1, 2017 and an end date of August 31, 2018 and that the end date was only one month away and much of the events in the application were completed or already underway.

MOTION: To accept the grant in the amount of \$4,000 from The Pas Arts Council. Move by Trent, seconded by Crystal, all opposed and the motion was defeated.

Kim will provide further information to The Pas Arts Council on future applications.

5.4. Application review: The Pas Community Renewal Corporation – Tri-Community Art Mural: The application from The Pas Community Renewal Corporation was reviewed and discussed. Concerns were expressed over the use of an artist outside the community without a quote being provided from a local artist. It was also noted that only one quote was provided when two or more would be preferable. It was recommended the application be tabled pending more supporting information.

MOTION: That the application from The Pas Community Renewal Corporation be tabled pending further supporting information being provided. Moved by Don, seconded by Lorrie, all in favor and carried.

5.5. Application review: The Volley Ball Family – Volley Ball Tournament 2018: The application from The Volley Ball Family was reviewed. Crystal noted the application came from a non-incorporated entity and all applications must come from an incorporated group. The application would need to be resubmitted through an incorporated entity and would also need a better breakdown of information for where money would go and a budget.

MOTION: That the application from The Volley Ball Family be tabled pending further supporting information and the inclusion of an incorporated body to the submission of the application. Moved by Don, seconded by Lorrie, all in favor and carried.

5.6. Coordinator report: The report was discussed and received as information

5.7. DM Report: Kim showed the board some advertisements she's worked on.

5.8. Place Branding Presentation: Kim ran through a presentation for the branding and showed the board the new logo and slogan. Some comments were made regarding the logo but it was overall positively received by the board.

6. Next Meeting Date: The next meeting will be on August 22, 2018, at the Visitor Information Centre at 12:00 p.m.

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