

## Destination Marketing Committee Meeting

January 30, 2019, 12:00 p.m.

Visitor Information Centre

In attendance: Andre Murphy, Trent Allen, Darcie Thomson, Danny Halpin (Chairperson), Don Dunnigan (via teleconference) Kim Ballantyne (Destination Marketing/Economic Development Coordinator)

Regrets: Lorrie Weldon, Herb Jaques

1. Call to order: 12:08 p.m.
2. Adoption of the agenda: The agenda was adopted as presented. Moved by Darcie, seconded by Andre, all in favor and carried
3. Adoption of the minutes: The minutes of the October 22<sup>nd</sup>, 2018, meeting was adopted as presented. Moved by Trent, seconded by Darcie, all in favor and carried.
4. Old business:
  - 4.1. Update on Economic Development Director & Destination Marketing Coordinator job description- The job description that was reviewed at the October 22, 2018 meeting was brought back with changes suggested at that meeting. Those changes were presented and accepted.  
MOTION: To approve the Economic Development Coordinator job description as presented. Moved by Don, seconded by Trent, all in favor and carried.
5. New business:
  - 5.1. Appointment letter Andre Murphy- A letter from the Town of The Pas appointing Andre Murphy as the Town's representative to the Destination Marketing Committee was received as information
  - 5.2. October, November and December report from Economic Development Director & Destination Marketing Coordinator- Monthly reports from the Economic Development Coordinator were received as information
  - 5.3. Grant Applications
    - 5.3.1. The Pas Arts Council – Final Report – The final report from The Pas Arts Council was received and reviewed. Positive feedback was noted from the project and approval was given for the final report.  
MOTION: To receive the final report as presented by The Pas Arts Council and approve the release of the final 10 per cent of the approved amount provided under their grant application. Moved by Andre, seconded by Don, all in favor and carried.

- 5.3.2. Rotary Club of The Pas – Final Report for Bill MacDonald- The final report for the Bill MacDonald Memorial Basketball Tournament application was received and reviewed. It was decided to approve the final report.  
MOTION: To receive the final report as presented by the Rotary Club of The Pas and approve the release of the final 10 per cent of the approved amount provided under their grant application. Moved by Darcie, seconded by Trent, four in favor and one abstention. The motion was carried.
- 5.3.3. The Pas Community Renewal Corporation and The Pas & District Chamber of Commerce - Community Beatification- The application was received and reviewed. Trent declared a conflict. Some concern was expressed over possibly being a sole source of funding for the project, however the decision was made to approve the application.  
MOTION: To receive and approve the grant application from The Pas Community Renewal Corporation and The Pas & District Chamber of Commerce for community beautification in the amount of \$7,281.07. Moved by Andre, seconded by Darcie, four in favor and one abstention. The motion was carried.
- 5.3.4. Rotary Club of The Pas – Bill Bannock – The application was received and reviewed. A discussion was held on the merit of funding similar projects given this was an application that was also reviewed and approved in 2018, also for the Bill Bannock Fishing Derby. The application was ultimately approved.  
MOTION: To receive and approve the grant application from the Rotary Club of The Pas for the Bill Bannock Ice Fishing Derby in the amount of \$6,900. Moved by Andre, seconded by Darcie, three in favor, one opposed, the motion was carried.
- 5.3.5. Volleyball family grant – When to provide funding- Information for the first of two volleyball tournaments approved under a grant application submitted for The Volleyball Family was submitted to the Destination Marketing Committee. As the project is yet to be finalized entirely -the second tournament isn't be held until March- it was decided to pay \$900 for some costs that have already been completed for equipment but to withhold the rest of the funding along with 10 per cent of the equipment costs until the project is completed and the final report is submitted.

MOTION: To pay \$900 towards the application from The Volleyball Family for equipment costs and to hold 10 per cent pending the submission of a successful final report. Moved by Andre, seconded by Don, all in favor and carried.

5.4. CDC Invoices- The second and third quarter invoices from The Pas Community Development Corporation were received and reviewed and approval for payment was made.

MOTION: To pay invoices for quarter two and quarter three to The Pas Community Development Corporation in the amount of \$23,500 (\$11,750 per quarter). Moved by Darcie, seconded by Trent, all in favor and carried.

5.5. DMC Budget- The proposed budget for 2019 for the Destination marketing Committee was brought forward for review. Some concerns were raised, including noting the supply line was budgeted for \$6,000 when the actual expended amount from 2018 was just \$2,300. It was suggested to reduce that line amount to \$4,000. A request to see more information on supplies and rent actuals was made. Kim will contact the accountant and report back to the board once information is found.

6. Next Meeting date: To be determined

7. Adjournment: The meeting was adjourned at 12:58 p.m. Move by Trent.