

## Destination Marketing Committee Meeting

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

Visitor Information Centre

In attendance: Crystal Krost, Don Dunnigan, Darcie Thomson, Kim Ballantyne (Destination Marketing/Economic Development Coordinator), Trent Allen, Danny Halpin (Chairperson), Herb Jaques (left during meeting), Lorrie Weldon

1. Call to Order: 12:02 p.m.
2. Adoption of the agenda: The agenda was adopted as presented. Moved by Darcie, seconded by Herb, all in favor and carried (Trent was absent for the vote).
3. Adoption of minutes: The minutes of the September 12, 2018, meeting were adopted as presented. Moved by Herb, seconded by Darcie, all in favor and carried (Trent was absent for the vote).
4. Invited Guests – Mayor candidates- The four mayoral candidates were invited to the meeting to ask questions and get information pertaining to the Destination Marketing Committee. All four candidates appeared and spoke with Destination Marketing Committee members until all of their questions were presented.
5. Old Business

5.1. Update on Economic Development Director & Destination Marketing Coordinator job description- An updated job description based on past feedback was provided by Kim. The update was based on the outcomes of the working group that met earlier this year. Crystal expressed concerns over some of the items removed from the job description. To rectify this some of the wording will be changed in other points on the job description to encompass the lost objectives.

Danny suggested the creation of a second document to retain some of the removed points but to keep them outside of the job description itself. Danny also suggested forming a sub-committee for this task. The matter will come forward at the next Destination Marketing Committee meeting and Danny and Kim will meet in the meantime to discuss.

### 6. New Business

6.1. Response letter from TPCRC- A response letter from The Pas Community Renewal Corporation regarding the Destination Marketing Committee's decision to provide partial funding for their grant application reviewed during the September 12<sup>th</sup> Destination marketing Committee meeting was reviewed. The letter was unclear on if the partial funding would be accepted by The Pas Community Renewal Corporation and Kim was to contact them for clarification.

6.2. September report from Economic Development Director & Destination Marketing Coordinator- The report from the Economic Development Director & Destination Marketing Coordinator for September was accepted as information

6.3. Grant Applications

6.3.1. Trappers' Festival- The application from the Northern Manitoba Trappers' festival was reviewed and discussed. Trent and Lorrie declared a conflict of interest on the application. Upon review the application was approved in the amount of \$5,500.

6.3.2. Jimmy Jackfish Fishing Derby- The application was reviewed and discussed. It was noted the application did not meet all criteria, including failing to have a minimum of two letters of support. The application was denied as a result.

6.3.3. The Pas Skating Club- The application from The Pas Skating Club was reviewed and discussed. Following review, the application was approved in the amount of \$1,970.

6.3.4. Bill McDonald Basketball Tournament- The application was reviewed and discussed. Crystal, Don and Darcie all declared conflict. Upon review the application was approved in the amount of \$2,350

6.3.5. The Pas Arts Council- The application was reviewed and discussed. Upon review the application was approved, provided information on the number of out of town guests is provided. The application was approved for \$500.

6.4. The final report for the Bill Bannock Fishing Derby was provided. It was noted there is confusion over how much time a recipient has to file their final report as both 30 and 90 days are stated between the grant application and the final report template provided, however in both cases the event organizers were late in submitting the report before the deadline. Don, Darcie and Crystal all abstained from the discussion.

MOTION: To pay the Rotary Club of The Pas \$710, the amount being the 10 per cent hold back on the grant approved for the Bill Bannock Fishing Derby during the April 5, 2018, Destination marketing Committee meeting. Moved by Lorrie, seconded by Danny. The motion was defeated 2-1.

6.5. Financial update- Crystal provided a financial update, which was reviewed by the board.

6.6. CDC Invoice- The invoice for third quarter was provided by the CDC and reviewed. Crystal asked that actual expenses be provided and wanted to see the bills paid by one department if it benefited that department solely, whether that be the Destination Marketing Committee or the CDC. A meeting is already planned between the Danny, Kim and a CDC representative and the matter will be discussed then with information brought back to the board at a later date.

6.7. DMC Coordinator report for place brand; bit space development- A quote for the place branding video was submitted by Bit Space Development. The price given was considered high. Discussion turned to the place branding agreement between the Town of The Pas, the R.M. of Kelsey and Opaskwayak Cree Nation and Crystal noted the R.M. of Kelsey and OCN have not provided approval of their share of the funding. It was also stated the Town was asking the Destination Marketing Committee to cover their portion, however it was noted the Town had not yet sent an actual request of the Destination Marketing Committee to do so and as such talk on that point was halted pending the Town's request.

Talk did move to a potential contest to seek out local individuals to provide promotion of the area. It was decided to proceed with looking into a contest that is open to anyone in the Destination Marketing Committee area to do a video promoting The Pas and surrounding area with a cash prize of \$1,000 to be given to the winner.

MOTION: To allocate \$1,000 to be provided to the winner of a contest for promotion of the Destination Marketing Committee area. Moved by Don, seconded by Crystal, all in favor and carried.

7. Next meeting date: To be determined.
8. Adjournment: The meeting was adjourned at 1:30 p.m., moved by Don and seconded by Lorrie.