

Destination Marketing Committee Meeting

April 29, 2019 12:00 p.m.

Visitor Information Centre

In attendance: Andre Murphy, Trent Allen, Darcie Thomson, Herb Jaques, Danny Halpin (Chairperson), Don Dunnigan

Regrets: Lorrie Weldon

1. Call to order: 12:07 p.m.
2. Adoption of the agenda: Moved by Darcie, seconded by Herb, all in favor and carried
3. Adoption of minutes: The minutes from the January 30, 2019 Destination Marketing Committee meeting were approved as presented. Moved by Andre, seconded by Herb, all in favor and carried.
4. Old Business-

4.1. 2019 budget: It was noted questions presented at the last meeting regarding the budget were not answered and it was recommended to invite Elaine Kobelka to the next meeting to address those questions.

5. New Business

5.1. (In camera portion)

5.1.1. DMC/CDC relationship: Concerns were expressed regarding the collaboration between the Destination Marketing Committee and The Pas Community Renewal Corporation. Herb stated he has seen no benefit to his business as a result of the actions of the Destination Marketing Committee. Don called for increased clarity between Destination Marketing Committee and The Pas Community Development Corporation roles as well as a possible collaboration with Kelsey Recreation. Increased board follow through was also recommended.

5.1.2. DMC/CDC Coordinator contract- The contract of the DMC/CDC Coordinator was discussed and it was noted the term for the position was coming up for the end of August. It was determined increased clarity from the board to the coordinator was needed and clarity on what duties of the coordinator belonged to the Destination Marketing Committee and The Pas Community development Corporation was required. It was decided to work on these items and review the work of the coordinator further in the next few months to see if improvements are made before making a final determination on a possible extension.

MEETING ADJOURNED at 12:52 p.m. MEETING RESUMED AT 12:11 p.m. ON MAY 6TH. LORRIE WELDON AND DARCI THOMPSON GAVE REGRETS.

5.2. Grant Applications

5.2.1. The Pas Skating Club – final report: Discussion was held on the final report. It was felt the report was well done and included good detail. Approval of providing the final 10 per cent holdback amount was given.

MOTION: That the final 10 per cent holdback on the grant application for The Pas Skating Club be approved for release. Moved by Don, seconded by Andre, all in favor and carried.

5.2.2. Sam Waller Museum – Interpretive Signs: Trent declared a conflict. Discussion was held on this grant application. Don asked if the Destination Marketing Committee (DMC) was allowing more infrastructure based applications as this application for was infrastructure and asked if the DMC had the money to do so and if they wanted to get involved in it. Danny stated the project may not have the desired effect of bringing people in but would leave a good impression on the community. Don added it could also be expanded upon in the future. It was decided to approve the application.

MOTION: That the grant application by the Sam Waller Museum for interpretive signs be approved in the amount of \$7,750 minus the 10 per cent holdback amount be approved, provided the project can be expanded upon in the future. Moved by Don, seconded by Andre, all in favor with one abstention and carried.

5.2.3. Halcrow Lake Golf and Country Club – Cold Hard Cash: Discussion was held on this application and it was felt it met the criteria for approval.

MOTION: That the grant application by the Halcrow Lake Golf and Country Club to hold the event Cold Hard Cash be approved in the amount of \$6,492.50 minus the 10 per cent holdback amount be approved. Moved by Trent, seconded by Don, all in favor and carried.

5.3. Destination Marketing Grant Stats for 2018: This was received as information.

5.4. Grant approval process: Andre expressed questions about if the DMC can be more proactive and if grants can be looked at more often, as well as if groups could be approached more frequently about possible involvement with the DMC on projects. Trent asked if it was the DMC's role to generate ideas and the indication was the governing by-law doesn't prevent it.

It was decided going forward the board will meet more frequently and that grant approval meetings would be a separate meeting from other discussion points. It was also decided the grant approval process would be reviewed.

5.5. Monthly reports for DMC/CDC Coordinator for January, February and March: These were received as information.

5.6. Best Tourism video contest rules and regulations: A video submitted by Cheryl Antonio was discussed and it was decided to accept the video as the contest winner. Review of the contest itself will continue at a later date if it is decided to do the contest again.

MOTION: That the video submitted by Cheryl Antonio for the tourism video contest be accepted and promoted and that prize money of \$1,000 be awarded to Cheryl Antonio.

5.7. Place brand letter from Town of The Pas: A letter requesting DMC cover the costs of place branding promotion and marketing submitted by the Town of The Pas was reviewed. It was stated the Town no longer wishes to pursue use of the place branding material and as such there is now no longer a request for funding being submitted to the DMC, the matter is ended.

5.8. Terms for board members: Some board members terms have expired. Kim is to gather term start dates to determine who needs their term extended and send a letter to the Town of The Pas requesting those extensions.

5. Next meeting date: No firm date has been set back it will be held in mid to late June.
6. Adjournment: 12:59 p.m., moved by Herb.