

Destination Marketing Committee
Minutes- March 9th, 2020
Visitor Information Centre

In attendance: Danny Halpin, Don Dunnigan (by phone), Davide Novo, Chad Zolinski, Darcie Thomson, Herb Jaques, Kelsey Paddock.

1. Call to order: The meeting was called to order at 12:10pm
2. Adoption of agenda: The agenda was adopted and moved by Herb, seconded by Davide, all in favor and carried.
3. Adoption of Minutes: The minutes of the January meeting were presented, one correction of Herb not being present at the November 2019 meeting, Don motioned to move with amendment, seconded by Darcie, all in favor and carried.
4. DMC updates:
 - a) Kelsey Paddock was approved by the board to join. Will go to Council on March 9th to add as a Citizen at Large. Council to look at our Governance documents to amend board member criteria.
 - b) Don to talk to Rotary about finding a Rotary replacement.
 - c) Danny, Darcie and Herb's terms are up.
5. Old business:
 - a) Financial update – sitting in a good position of over \$200,000.
 - b) Policy/Mandate/Strategic plan. Schedule a meeting solely on this. (Make better use of infrastructure for events. What is currently being done in our community? Where are the gaps? Where is the opportunity to add/increase events? Etc.)
 - c) Invite Karen Driedger to our next meeting for a presentation on the federal grant she's working on.
6. New business:
 - a) Slopitch League: \$5000 approved. Motioned by Don, seconded by Herb, Danny abstained, all in favor and carried.
 - b) Kin District: \$5000 approved. Motioned by Don, seconded by Herb, Danny abstained, all in favor and carried.
 - c) Danny to email Jerome's grant for the next meeting.
 - d) Connect with hoteliers to track all events/stays with them.
7. Next meeting date: April 8th, 12:00pm. VIC.
8. Adjournment: 12:37pm. Herb motioned to adjourn.

Minutes approved at DMC meeting on May 6, 2020.



Danny Halpin, DMC Chair