



Travel Drumheller

	Travel Drumheller Marketing Association Board of Directors Meeting Wednesday April 5 2023 @5 pm At Cretaceous Conference Centre
1	Call Meeting to Order
2	Approval of Agenda
3	Approval of Minutes March 8 2023
4	Financial Report Motion: The Board approves the financial report
5.	Town of Drumheller Report
6.	ED report (Attached for info)
8.	Discussion Items Board representation and communication Tourism Week
9.	Unfinished Business Happipad- ideas for seasonal workers accommodation update
10.	In Camera
11.	Adjournment
12	Next meeting May 10th 10am 2023



Travel Drumheller

Travel Drumheller Marketing Association

Wednesday March 8, 2023

10.00 am (in person or zoom) @ Community Futures Board Room

Present: B. Steeves R. Johnston D. Schinnour C. Sereda S. Newstead L. Phillips

Present by Zoom: T. Vyvey E. Secord V. Neudorf

Absent: R. Semchuk B. J Janzen C. Vaneracion

Staff: J. Fielding

Guest: A. Dzilums

1. Call to Order

S. Newstead called the meeting to order at 10:05 am.

2. Approval of Agenda

Amendment to agenda: under Discussion Items add Parking.

**Motion by L. Phillips / C. Sereda to approve the amended agenda for March 8, 2023.
CARRIED**

3. Approval of Minutes of February 8, 2023 meeting

**Motion by R. Johnston / L. Phillips that the minutes for February 8, 2023 be approved.
CARRIED**

4. Delegation: No delegation this month

5. Financial Report by B. Steeves.

See Financials attached to the board package.

No Balance sheet attached.

Travel Drumheller is starting to show a profit.

Move money from the savings to reserves.

**Motion by B. Steeves / T Vyvey to move \$10,000.00 from account *4494 to *4395.
CARRIED**

ACTION ITEM: B. Steeves / J. Fielding to check into GIC.

Motion by T. Vyvey / B. Steeves to approve the financials. CARRIED

6. Town Report by R. Johnston

Town Of Drumheller reviewing the bylaws – land use, incentives for housing

L. Phillips reported on Rails and Trails.

Discussion on Airbnb's. The Town of Drumheller will be reviewing again on March 13,2023.

7. ED Report by J. Fielding

See full report attached to the board package.

DDP will be presenting to Town Council Monday March 13,2023. Please attend if you can.

Travel Drumheller has 60 partners.

Events: - Outdoor Adventure Show March 17 -19,2023

- Job Fair March 23,2023 at the BCF.

- 15 people have registered for the social event at the Last Chance Saloon on March,9,2023 (5 -7pm).

Drum Discovery dates are May 16-17,2023. No application for this position. The committee will continue to do the work. Cost will be \$55.00 per person. May 16 will be the familiarization tour and May 17 is the customer care session 8 -1pm. Canmore and Brooks have shown interest in attending. A.Dzilums will speak for 10 minutes on behalf of Travel Alberta.

Guide will be ready next week in time for the Outdoor Show.

8. Discussion Items:

Rails to Trails

L.Phillips reported the committee has been extended from February 28 – May 31,2021.

The committee will present to Town council on Monday.

Parking: A discussion was held between the board members about the paid parking for the Town of Drumheller. The board will remain neutral until more information is released.

Discussion on parking at the RTM and Midland Provincial Park. The Town would have to go through the provincial government.

Happipad - ideas for seasonal workers accommodation

App for renters / host for summer. The search will match renter to host.

The committee members are Travel Drumheller, Chamber of Commerce, Town of Drumheller and Community Futures. Travel Drumheller maybe be asked to contribute some money.

9. Unfinished Business:

HR Manual: A draft copy is attached to the board package. A committee was formed of C.

Sereda, J. Fielding, T. Vyvey and D. Schinnour. The committee will meet at the Chamber Board room at 9 am on March 21, 2023.The HR manual will be presented at the May board meeting.

AGM will be held on April 5 ,2023 at 6 pm at the Cretaceous Conference Centre. R. Semchuk to send an invite to delegates Mayor H. Colberg, N. Horner and D. Kurek. Only two nominations for board of directors have been received.

10. In Camera

11. Adjournment S. Newstead adjourned the meeting at 11:52

Motion by L. Phillips to adjourn the meeting.

Next board meeting: **Wednesday April 5,2023 at 5 pm**

Signed by:

R. Semchuk

Travel Drumheller Marketing Association

A/R Aging Summary

As of March 28, 2023

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
2021177 AB Ltd.-Horseshoe Canyon Campground	945.00					\$945.00
820381 AB Ltd.-Dinosaur RV Park	945.00					\$945.00
Barney's Adventure Park		1,863.75				\$1,863.75
Bridgeview Hideaways	173.25					\$173.25
Canalta		3,433.50				\$3,433.50
CONSEIL DE DEVELOPMENT ECONOMIQUE DE L'ALBERTA	498.75					\$498.75
Drumheller and District Chamber of Commerce	2,730.00					\$2,730.00
East Coulee School Museum		498.75				\$498.75
Quality Hotel Drumheller		945.00				\$945.00
The Prairie Wallflower Inc.	341.25					\$341.25
Town of Drumheller	3,528.00					\$3,528.00
Valley Brewing	157.50					\$157.50
Village of Beiseker	1,459.50					\$1,459.50
TOTAL	\$10,778.25	\$6,741.00	\$0.00	\$0.00	\$0.00	\$17,519.25

Travel Drumheller Marketing Association

Balance Sheet

As of March 28, 2023

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	25,188.64
1065 CCU Common Shares	6.82
1070 High Interest Savings Account **4395	20,221.75
1080 High Interest Savings Account **4494	102,324.68
2035 DMF Trust account	0.00
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$147,742.89
Accounts Receivable (A/R)	
1200 Accounts Receivable	17,519.25
Total Accounts Receivable (A/R)	\$17,519.25
1220 Employee Cash Advances	
1225 Employee Cash Advance Repayment	0.00
Total 1220 Employee Cash Advances	0.00
1320 Prepaid Expenses	1,876.20
Total Current Assets	\$167,138.34
Non-current Assets	
Property, plant and equipment	
1805 Dinosaur Suits	0.00
1807 Accum Amort - Dinosaur Suits	0.00
Total 1805 Dinosaur Suits	0.00
1820 Office Furniture & Equipment	6,413.93
1905 Computer Hardware	6,743.88
1906 Accum Amort - Computer	-779.86
Total 1905 Computer Hardware	5,964.02
Total Property, plant and equipment	\$12,377.95
1910 Computer Software	4,661.99
Total Non Current Assets	\$17,039.94
Total Assets	\$184,178.28

Travel Drumheller Marketing Association

Balance Sheet

As of March 28, 2023

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	-2,296.88
Total Accounts Payable (A/P)	\$ -2,296.88
Credit Card	
2150 Visa Card-Collabria	1,599.65
Total Credit Card	\$1,599.65
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	654.72
2185 CPP Payable	1,889.12
2190 Federal Income Tax Payable	-7,774.16
2310 GST/HST Charged on Sales	0.00
2315 GST/HST Paid on Purchases	0.00
2335 GST/HST Payable	-24,658.19
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	13,464.83
Dental	103.83
EAP	4.50
EXT Health	178.17
Vacation Pay	1,877.50
Total 2340 Payroll Liabilities	15,628.83
2350 Prepaid Sales/Deposits	190.00
2400 Short term loan - Town of Drumheller	0.00
2420 Short term loan-Canalta	0.00
2440 Deferred Income	94,207.29
Total Current Liabilities	\$81,240.38
Total Liabilities	\$81,240.38
Equity	
Retained Earnings	160,760.18
Profit for the year	-57,822.28
Total Equity	\$102,937.90
Total Liabilities and Equity	\$184,178.28

Travel Drumheller Marketing Association

Profit and Loss

January 1 - March 28, 2023

	TOTAL
INCOME	
4020 Contributions-operating	128.57
4023 Grants	93,789.00
4030 Vacation Guide Revenue	31,428.78
4100 Partnership Agreement	150.00
4200 Revenue	4,331.92
4220 Workshop Revenue	308.61
4230 Merchandise Revenue	113.43
Total Income	\$130,250.31
GROSS PROFIT	\$130,250.31
EXPENSES	
5010 Vacation Guide Expenses	6,697.14
5020 Marketing Projects Expense	11,372.85
5018 Crowdriff	17,325.00
5019 Printing	194.60
5021 Tradeshow	4,777.58
5022 Digital Ads	5,000.00
5023 Design	1,840.00
5024 Contests (Prize Packages)	580.00
5026 Influencers	220.00
5029 Sponsorship	20,000.00
Total 5020 Marketing Projects Expense	61,310.03
5025 Travel Expense	2,641.33
5190 Subcontracts	6,160.05
5250 Consulting Fees-Business License Model	38,095.24
5300 Freight Expense	61.26
5410 Wages & Salaries	16,750.00
5420 EI Expense	381.69
5430 CPP Expense	944.56
5440 WCB Expense	440.00
5450 Health Benefits	-190.93
5610 Accounting & Legal	4,123.25
5617 Sponsorship	500.00
5625 Business Fees & Licenses	109.50
5630 Website Design	1,675.00
5635 Socials	71.43
5640 Courier & Postage	27.60
5670 Fees and Dues	1,197.00
5690 Interest & Bank Charges	73.27
5700 Office Supplies	2,382.21
5710 Training/Education	2,030.58
5740 Meeting Cost	467.32
5780 Telephone	324.05
5790 Office Rent	2,400.00

Travel Drumheller Marketing Association

Profit and Loss

January 1 - March 28, 2023

	TOTAL
5900 Payroll Expenses	
5910 Taxes	1,990.18
5920 Wages	27,002.50
Total 5900 Payroll Expenses	28,992.68
6000 Event Grants	10,875.00
Total Expenses	\$188,539.26
OTHER INCOME	
4440 Interest Revenue	466.67
Total Other Income	\$466.67
PROFIT	\$ -57,822.28

Travel Drumheller Marketing Association

Budget vs. Actuals: 2023 Travel Drumheller Budget - FY23 P&L

January 1 - March 28, 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4020 Contributions-operating	128.57	42,500.01	-42,371.44	0.30 %
4023 Grants	93,789.00	117,500.01	-23,711.01	79.82 %
4030 Vacation Guide Revenue	31,428.78	8,750.01	22,678.77	359.19 %
4040 Marketing Revenue		500.01	-500.01	
4100 Partnership Agreement	150.00	1,250.01	-1,100.01	12.00 %
4200 Revenue	4,331.92	500.01	3,831.91	866.37 %
4220 Workshop Revenue	308.61	249.99	58.62	123.45 %
4230 Merchandise Revenue	113.43	500.01	-386.58	22.69 %
4300 Destination Marketing Fees		24,999.99	-24,999.99	
Total Income	\$130,250.31	\$196,750.05	\$ -66,499.74	66.20 %
GROSS PROFIT	\$130,250.31	\$196,750.05	\$ -66,499.74	66.20 %
Expenses				
5010 Vacation Guide Expenses	6,697.14	7,875.00	-1,177.86	85.04 %
5020 Marketing Projects Expense	11,372.85	51,249.99	-39,877.14	22.19 %
5018 Crowdriff	17,325.00		17,325.00	
5019 Printing	194.60		194.60	
5021 Tradeshow	4,777.58		4,777.58	
5022 Digital Ads	5,000.00		5,000.00	
5023 Design	1,840.00		1,840.00	
5024 Contests (Prize Packages)	580.00		580.00	
5026 Influencers	220.00		220.00	
5029 Sponsorship	20,000.00		20,000.00	
Total 5020 Marketing Projects Expense	61,310.03	51,249.99	10,060.04	119.63 %
5025 Travel Expense	2,641.33	1,250.01	1,391.32	211.30 %
5033 Reserves		2,499.99	-2,499.99	
5034 Job Fair Expenses		624.99	-624.99	
5190 Subcontracts	6,160.05	9,375.00	-3,214.95	65.71 %
5250 Consulting Fees-Business License Model	38,095.24	50,000.01	-11,904.77	76.19 %
5300 Freight Expense	61.26		61.26	
5410 Wages & Salaries	16,750.00		16,750.00	
5420 EI Expense	381.69	999.99	-618.30	38.17 %
5430 CPP Expense	944.56	2,499.99	-1,555.43	37.78 %
5440 WCB Expense	440.00	150.00	290.00	293.33 %
5450 Health Benefits	-190.93	3,999.99	-4,190.92	-4.77 %
5470 Employee Benefits		2,000.01	-2,000.01	
5610 Accounting & Legal	4,123.25	2,000.01	2,123.24	206.16 %
5617 Sponsorship	500.00		500.00	
5625 Business Fees & Licenses	109.50		109.50	
5630 Website Design	1,675.00		1,675.00	
5635 Socials	71.43	624.99	-553.56	11.43 %
5640 Courier & Postage	27.60	249.99	-222.39	11.04 %
5670 Fees and Dues	1,197.00	1,125.00	72.00	106.40 %
5685 Insurance		875.01	-875.01	
5690 Interest & Bank Charges	73.27	24.99	48.28	293.20 %
5700 Office Supplies	2,382.21	5,499.99	-3,117.78	43.31 %

Travel Drumheller Marketing Association

Budget vs. Actuals: 2023 Travel Drumheller Budget - FY23 P&L

January 1 - March 28, 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
5710 Training/Education	2,030.58	1,749.99	280.59	116.03 %
5740 Meeting Cost	467.32	750.00	-282.68	62.31 %
5780 Telephone	324.05	500.01	-175.96	64.81 %
5790 Office Rent	2,400.00	2,250.00	150.00	106.67 %
5795 Web Expense		3,249.99	-3,249.99	
5900 Payroll Expenses				
5910 Taxes	1,990.18		1,990.18	
5920 Wages	27,002.50	51,999.99	-24,997.49	51.93 %
Total 5900 Payroll Expenses	28,992.68	51,999.99	-23,007.31	55.76 %
6000 Event Grants	10,875.00	6,249.99	4,625.01	174.00 %
Uncategorized Expense		187.50	-187.50	
Total Expenses	\$188,539.26	\$209,862.42	\$ -21,323.16	89.84 %
NET OPERATING INCOME	\$ -58,288.95	\$ -13,112.37	\$ -45,176.58	444.53 %
Other Income				
4440 Interest Revenue	466.67	150.00	316.67	311.11 %
4990 Transferred from Trust Fund		17,499.99	-17,499.99	
Total Other Income	\$466.67	\$17,649.99	\$ -17,183.32	2.64 %
Other Expenses				
5800 Other Miscellaneous Expense		3,750.00	-3,750.00	
5870 Expenses for Ambassador		500.01	-500.01	
Total Other Expenses	\$0.00	\$4,250.01	\$ -4,250.01	0.00%
NET OTHER INCOME	\$466.67	\$13,399.98	\$ -12,933.31	3.48 %
NET INCOME	\$ -57,822.28	\$287.61	\$ -58,109.89	-20,104.41 %



Our Vision

The Drumheller region is an iconic Canadian Destination

Our Mission

To promote Drumheller and Region as a premier year round destination

Travel Drumheller believes in:

- Delivering Quality Marketing
- Value based stakeholder engagement
- A well informed tourism industry
- Collaboration

Executive Director Monthly Update

March 2023
Strategic Plan Updates

1. Improved Audience Understanding	
1.1 Develop a data based understanding of tourism in Drumheller	
Create mechanisms to identify and collect relevant data	Travel Alberta will be collecting and analyzing cell phone data to increase knowledge and understanding of the current visitor.

Build a data marketing plan for the destination with an integrated story telling foundation	
Work with key stakeholders to identify, collect and share data	
1.2 Improve skills of business owners in data Collection	
Teach data marketing skills to industry and provide ongoing sharing of lessons learnt and best practices	<p>On Wednesday March 15th we will be leading a session on event planning in partnership with the Town of Drumheller. https://www.eventbrite.ca/e/boost-your-business-event-planning-promotion-tickets-543301016967</p> <p>On April 19th the session will be a practical guide to Facebook and Instagram. https://www.eventbrite.ca/e/a-practical-guide-to-using-facebook-instagram-tickets-543279201717</p>
Support and mentor businesses in developing and collecting data sets	Heather is working with 3 businesses currently
2. Support Destination Development	
2.1 Establish a Destination Development Plan (DDP)	
Secure Funding for the DDP	
Engage Partners to create the DDP	The DDP will be presented to council on March 13 th
Identify experience gaps particularly in shoulder season	
Implement the Extension of the tourism season strategy with the town of Drumheller	

2.2 Enhanced Community Pride of Place	
Implement I love Drumheller Valley Campaign	We are working on new video series for this campaign. We are now selling our merchandise at the WLD.
Expand the Drum Discovery Program	We were not able to hire for the Drum Discovery coordinator and so will make a decision about moving the program forward at a meeting on March 7 th
Destination Marketing	
3.1 Maintain the summer as the anchor season	
Continue to market the summer season in these markets Calgary Edmonton Saskatchewan BC Northern Alberta Ontario	
Implement Customer Care training	Drum Discovery will be taking place again in May and September .
Develop marketing partnerships with source markets such as Calgary and Edmonton	
Increase length of stay by moving people around the destination	We are still working on the Clue solvers activity
Design and implement marketing campaigns for DMF partners	
3.2 Build Shoulder Season visitation	

Create marketing campaign to promote shoulder season camping	
Deliver Fall wonder Campaign	
Organization Sustainability	
4.1 Develop and maintain a sustainable funding model	
Develop and expand the DMF program	
Build contributions from campgrounds	
4.2 Ensure stability in the organization	
Determine a permanent staffing model for the organization	This has been created and was agreed by the Board at the January meeting.
4.3 Build support and awareness of the organization in the community	
Build strong relationships within the Community both political and individual	This has been ongoing. The ED met with the CAO of Starland County and is meeting
Build the partnership program	We now have 60 partners
Carry out a resident sentiment survey	Travel Alberta carried out a resident sentiment across the province and included asking some residents in our area. I am chasing to find the details of that survey.

Governance	
Create a progressive well governed organization	
Create policies to ensure Travel Drumheller is a diverse equitable accessible and inclusive employer.	The draft HR policy is attached to the meeting package
Create a series of employee values which will be included in our job descriptions	
Ensure all board members feel equipped for their roles	
Develop a program for reviewing bylaws and policies	

Other Updates:

Staffing The Ambassador and social media positions have been posted. We are working our way through the university job boards

Tourism Summit Lana, Crystal and myself attended the tourism summit. It was a great event and we will give a little feedback at the meeting.

Upcoming Events

Outdoor Adventure Show on March 17-19

The Job Fair at the BCF March 23rd

AGM at the cretaceous conference centre April 5th 6pm_

The Easter Extravaganza at Calgary Zoo on April 8th

Gateway to the Summer- April 22 This is an event at the new plaza with the Town of Drumheller to showcase all the attractions in the Drumheller region. We encourage attractions in the region to promote themselves to the local community.

Drum Discovery May 16 and 17

The Guide this is at the printers and will be ready for the outdoor adventure show.

CRM We have started the training process for the creation of the CRM. This has to be implemented by March 31st for the government funding