



# Travel Drumheller

## **Travel Drumheller Marketing Association Board of Directors Meeting**

In person at Travel Drumheller offices- 181 Railway Ave E, Drumheller, AB T0J 0Y6  
Or via Google meet the link is in the meeting request

**Wednesday March 8 2023 @ 10:00am**

<b>1</b>	<b>Call Meeting to Order</b>
<b>2</b>	<b>Approval of Agenda</b>
<b>3</b>	<b>Approval of Minutes</b> February 8 2023
<b>4</b>	<b>Delegation</b> No delegation this month
<b>5</b>	<b>Financial Report</b> Motion: The Board approves the financial report  Motion to move money into reserves
<b>6.</b>	<b>Town of Drumheller Report</b>
<b>7.</b>	<b>ED report</b> (Attached for info)
<b>8.</b>	<b>Discussion Items</b> Rails to Trails Happipad- ideas for seasonal workers accommodation
<b>9.</b>	<b>Unfinished Business</b> HR manual AGM
<b>10.</b>	<b>In Camera</b>
<b>11.</b>	<b>Adjournment</b>
<b>12</b>	<b>Next meeting April 5th 5pm 2023</b>



# Travel Drumheller

Travel Drumheller Marketing Association

Wednesday, February 8, 2023

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

Present: S. Newstead L. Phillips T. Vyvey D. Schinnour

Present by Zoom: V. Neudorf B.J Janzen R. Johnston C. Sereda R. Semchuk E. Secord

Staff: J. Fielding H. Little K. Looijen

Guest: Twenty31 (Joe and Greg) A. Roppel M. Love (Community Futures), Andy

Absent: B. Steeves C. Vaneracion

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## 1. Call to Order

S. Newstead called the meeting to order at 10:04 am

## 2. Approval of Agenda

**Motion by L. Phillips/ T. Vyvey that the agenda be approved. Carried**

## 3. Approval of Minutes of January 18 ,2023

**Motion by V. Neudorf / B.J Janzen that the minutes of January 18,2023 be approved. Carried**

## 4. Delegation Twenty31 (Joe and Greg)

Presented the draft for the Destination Development Plan (DDP)

See attachment sent via email.

The presentation was recorded.

Twenty31 will present to Town Council on March 13,2023. J. Fielding asked board members to attend.

## 5. Financial Report by J. Fielding

The payables for Twenty31 and National Event Management have now been paid \$170,000.00 in the bank account.

Budget for 2023 is attached to the board package.

**Motion by B.J Janzen / L. Phillips that the financials be approved. Carried**

## 6. Town Report by R. Johnston

Open house on February 9,2023 from 6 – 8 pm at the BCF for flood mitigation.

There will be more engagement session to follow.

L. Phillips mentioned the Rails to Trails have asked for an extension until March 6,2023.

## **7. ED Report**

ED report attached to the board package.

J. Fielding attended TIAA labor session.

Job Fair will be held on March 23,2023.

Check out the website on the industry page.

B.J Janzen talked about an event happening on March 11,2023 beside the Napier Theatre..

## **8. Discussion Items:**

Travel Drumheller's AGM will be held on April 5 at 6 pm with our board of directors meeting at 5 pm. Forms for nominations will be online. We have two spots to fill. T. Vyvey will let her name stand.

HR Manual will be discussed at the next meeting.

## **9. Unfinished Business**

Discussion on the TIAA meeting.

## **10.. Adjournment S. Newstead at 11:42**

**Motion by R. Johnston to adjourn the meeting.**

Next board meeting: **Wednesday March 8,2023**

Signed by:

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R. Semchuk

# Travel Drumheller Marketing Association

## Profit and Loss

January - February, 2023

	TOTAL
<b>INCOME</b>	
4020 Contributions-operating	128.57
4023 Grants	97,697.00
4030 Vacation Guide Revenue	9,622.73
4200 Revenue	3,671.92
4230 Merchandise Revenue	113.43
<b>Total Income</b>	<b>\$111,233.65</b>
<b>GROSS PROFIT</b>	<b>\$111,233.65</b>
<b>EXPENSES</b>	
5020 Marketing Projects Expense	11,091.11
5021 Tradeshows	264.11
5022 Digital Ads	5,000.00
5024 Contests (Prize Packages)	200.00
<b>Total 5020 Marketing Projects Expense</b>	<b>16,555.22</b>
5025 Travel Expense	1,759.75
5190 Subcontracts	4,326.70
5300 Freight Expense	36.27
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	1,004.25
5617 Sponsorship	500.00
5625 Business Fees & Licenses	29.00
5630 Website Design	50.00
5670 Fees and Dues	1,197.00
5690 Interest & Bank Charges	73.27
5700 Office Supplies	2,033.63
5710 Training/Education	1,995.58
5740 Meeting Cost	324.88
5790 Office Rent	1,600.00
5900 Payroll Expenses	
5910 Taxes	1,326.78
5920 Wages	18,225.00
<b>Total 5900 Payroll Expenses</b>	<b>19,551.78</b>
6000 Event Grants	10,875.00
<b>Total Expenses</b>	<b>\$80,237.65</b>
<b>PROFIT</b>	<b>\$30,996.00</b>

# Travel Drumheller Marketing Association

Trial Balance  
As of February 28, 2023

	DEBIT	CREDIT
1060 Chequing Bank Account	46,940.61	
1065 CCU Common Shares	6.82	
1070 High Interest Savings Account **4395	20,172.81	
1080 High Interest Savings Account **4494	201,374.92	
2035 DMF Trust account	0.00	
2040 DMF Trust Common Share Account	1.00	
1200 Accounts Receivable	0.00	
1220 Employee Cash Advances	0.00	
1225 Employee Cash Advances:Employee Cash Advance Repayment	0.00	
1320 Prepaid Expenses	1,876.20	
1600 Undeposited Funds	0.00	
1805 Dinosaur Suits	0.00	
1807 Dinosaur Suits:Accum Amort - Dinosaur Suits	0.00	
1820 Office Furniture & Equipment	6,203.94	
1905 Computer Hardware	6,743.88	
1906 Computer Hardware:Accum Amort - Computer		779.86
1910 Computer Software	2,104.12	
2100 Accounts Payable		0.00
2150 Visa Card-Collabria		5,662.50
2110 Accrued Professional Fees		1,800.00
2180 EI Payable		860.11
2185 CPP Payable		2,473.38
2190 Federal Income Tax Payable	6,802.39	
2310 GST/HST Charged on Sales		0.00
2315 GST/HST Paid on Purchases		0.00
2335 GST/HST Payable	21,958.45	
2336 GST Difference		0.00
2337 GST/HST Suspense		0.00
2345 Payroll Liabilities:Federal Taxes		16,209.82
Payroll Liabilities:Dental		69.22
Payroll Liabilities:EAP		3.00
Payroll Liabilities:EXT Health		118.78
Payroll Liabilities:Vacation Pay		1,475.00
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		58,935.00
2441 Deferred Income:DMF -Econolodge		0.00
2442 Deferred Income:DMF-QUALITY INN		35,272.29
2443 Deferred Income:DMF -Travelodge		0.00
3560 Retained Earnings - Previous Year		159,340.18
4020 Contributions-operating		128.57
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## **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.

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

<b>2.2 Enhanced Community Pride of Place</b>	
<b>Implement I love Drumheller Valley Campaign</b>	We are working on new video series for this campaign. We are now selling our merchandise at the WLD.
<b>Expand the Drum Discovery Program</b>	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 <sup>th</sup>
<b>Destination Marketing</b>	
<b>3.1 Maintain the summer as the anchor season</b>	
<b>Continue to market the summer season in these markets</b> <b>Calgary</b> <b>Edmonton</b> <b>Saskatchewan</b> <b>BC</b> <b>Northern Alberta</b> <b>Ontario</b>	
<b>Implement Customer Care training</b>	Drum Discovery will be taking place again in May and September .
<b>Develop marketing partnerships with source markets such as Calgary and Edmonton</b>	
<b>Increase length of stay by moving people around the destination</b>	We are still working on the Clue solvers activity
<b>Design and implement marketing campaigns for DMF partners</b>	
<b>3.2 Build Shoulder Season visitation</b>	

<b>Create marketing campaign to promote shoulder season camping</b>	
<b>Deliver Fall wonder Campaign</b>	
<b>Organization Sustainability</b>	
<b>4.1 Develop and maintain a sustainable funding model</b>	
<b>Develop and expand the DMF program</b>	
<b>Build contributions from campgrounds</b>	
<b>4.2 Ensure stability in the organization</b>	
<b>Determine a permanent staffing model for the organization</b>	This has been created and was agreed by the Board at the January meeting.
<b>4.3 Build support and awareness of the organization in the community</b>	
<b>Build strong relationships within the Community both political and individual</b>	This has been ongoing. The ED met with the CAO of Starland County and is meeting
<b>Build the partnership program</b>	We now have 60 partners
<b>Carry out a resident sentiment survey</b>	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 23<sup>rd</sup>

AGM at the cretaceous conference centre April 5<sup>th</sup> 6pm\_

The Easter Extravaganza at Calgary Zoo on April 8<sup>th</sup>

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 31<sup>st</sup> for the government funding



# PrairiesCan

Supporting business, innovation and  
community economic development



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies

Canada 





# Building on Success

On August 6, 2021, PrairiesCan and PacifiCan were officially created from the former department of Western Economic Diversification Canada (WD).

Our programs and services help businesses, not-for-profits and communities grow stronger.

There are new service locations in Lethbridge, Fort McMurray and Grande Prairie.





# Mandate on Roles

To grow and diversify the Prairie economy and advance Prairie interests in Ottawa, PrairiesCan:

## Invests



Creates jobs and growth via strategic investments and targeted initiatives

## Pathfinds



Helps people navigate federal economic programs and services

**Competitive &  
Innovative  
Businesses**

**Thriving  
Communities**



## Advises

Informs economic decision-making and advocate for Prairie interests



## Convenes

Connects economic actors to support collaboration and growth





# **PrairiesCan Priorities**

## **Recovery**

Equipping communities, businesses, and organizations for a successful recovery.

## **Growth & Transformation**

Fostering economic growth and prosperity for Prairie Canadians. Building new sources of value and tackling structural issues (e.g. local impacts of commodity price volatility) that are holding back the region's full participation in the economy of the future.

## **Inclusivity**

Promoting an inclusive economy and supporting the economic participation of groups facing barriers in the Prairie economy, such as Indigenous people, Black Canadians, women, and youth.



# Community Economic Development and Diversification

The program seeks to enable not-for-profit organizations and communities to leverage their capacity and strengths to:

- Respond to economic development opportunities
- Adjust to changing and challenging economic circumstances
- Sustain and grow their economies
- Mobilize community capacity through the development of a community-based economic development strategy
- Establish inclusive economies that support underrepresented groups.





# Community Economic Development and Diversification

Eligible organizations:

- not-for-profits
- post-secondary institutions
- co-operatives
- hospitals and regional health care centers
- Indigenous-led-not-for-profits and organizations
- municipal governments
- federal Crown corporations
- and provincial government departments, agencies and crown corporations



# Regional Innovation Ecosystems

Funding offered under this stream helps create, grow and nurture inclusive regional ecosystems that support business needs and foster an entrepreneurial environment conducive to innovation, growth and competitiveness.

## Priority areas:

- clean technology
- clean resources
- life sciences
- value added ag
- advanced manufacturing
- digital technology

## Inclusiveness:

- Indigenous Peoples
- women
- youth





# Business Scale-up and Productivity

Supports high-growth businesses that are scaling up and producing innovative goods, services or technologies. It offers interest-free, repayable funding to incorporated businesses.

Priority areas:

- advanced manufacturing
- clean resources
- clean technology
- digital industries
- health/bio sciences
- natural resources value-added processing
- value added agriculture and inclusiveness



# Western Canada Business Service Network

Independent organizations that are funded through PrairiesCan who can help entrepreneurs start or expand small businesses, including rural areas and underrepresented groups.

These organizations and programs include:

- Community Futures Network of Alberta
- Business Link
- Alberta Women Entrepreneurs (AWE)
- Indigenous Business Development Services (IBDS)
- Entrepreneurs with Disabilities
- Francophone Economic Development Organizations (FEDO)





# PrairiesCan Regional Contacts

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**Elliot Hewitt – Manager**

**Community Initiatives South**

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**Heather Schmidt – Senior Business Officer**

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Heather.Schmidt@prairiescan.gc.ca | Cell: 587-532-8930

