



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 January 11 2023 @ 10:00am

1	Call Meeting to Order
2	Approval of Agenda
3	Approval of Minutes December 14 2022
4	Financial Report Motion: The Board approves the financial report
5.	Town of Drumheller Report
6.	ED report (Attached for info) 2023 Marketing Plan
7.	Discussion Items Board membership Staffing and Values
8.	Unfinished Business
9.	In Camera
10.	Adjournment
12	Next meeting February 8th 10am 2023



Travel Drumheller

Travel Drumheller Marketing Association
Board of Directors Meeting
Wednesday December 14, 2022

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

Present: L. Phillips C. Sereda B.J. Janzen D. Schinnour T. Vyvey B. Steeves
V. Neudorf

Zoom: R. Johnston E. Secord

Absent: R. Semchuk S. Newstead C. Vaneracion

Staff: J. Fielding M. Stewart

1. Call to Order

B. Steeves called the meeting to order at 10:04 am.

2. Approval of Agenda

Motion by D. Schinnour / T. Vyvey that the agenda be approval. Carried

3. Approval of Minutes of Nov 9,2022 meeting.

Amendment to minutes under the Town of Drumheller report - November 22, 2023 should be November 22,2022.

Motion by L. Phillips / B.J Janzen that the minutes of November 9, 2022 be approved. Carried

4. Financial Report

- Presentation of financial report by B. Steeves
- Should receive money from Canalta soon (\$100,000.00)
- Invoice for twenty31 \$160,000.00. Can be made in two payments.
- Quality Inn DMF is being made to the accountants.
- GST money \$13,271.97

Motion by C. Sereda / D. Schinnour to approve the financials. Carried

" I make a motion to move \$24000 from the Trust fund to Operating to cover payments to Twenty 31 and other expenses we need to pay out before we receive money from Prairie Can. "
See attached pages for votes.

5. Town Report by R. Johnston:

- Town Council passed the Capital Budget.
- Town of Drumheller's multi -project open house held November 22,2022 had 50 attendees.
- Update on the washrooms and stage at the plaza.
- Destination Market meeting went well.
- C. Sereda reported that the flood mitigation project is on hold for the winter.

6. ED Report by J. Fielding.

See attached board package for ED report.

7. Discussion Items:

2023 Partnership program presented by Michelle Stewart

- Sent out survey to partners. 71% said staffing was a issue.
- Increased cost for partnership to \$150.00 and increase to ads in the guide.
- Discussion on the paper shortage.
- Change the map up in the guide to add the new trails.

Travel Lodge

- J. Fielding had a discussion with the owner Mike (via e-mails). He's concerned over the berms blocking the view from the first floor.
- Travel Lodge will be pulling out of the DMF.
- Travel Lodge isn't collecting the DMF from their guests.

Events- in camera. Out at 11:31.

It was agreed that Travel Drumheller was not currently in the position to manage the event program

TIAA

- Summit held in Edmonton in February.
- J. Fielding will attend along with C. Sereda and L. Phillips.

8. Unfinished Business

CRM Update

- J. Fielding signed with Tempest. Will start in the New Year.

Identification of discussion Items for future agendas.

- January - DDP Draft – staffing and values.
- February - Policies and Bylaws.
- March – Final Plan for DDP.

9. Adjournment by B. Steeves at 11:46 am

Next board meeting: **Wednesday January**

Signed by:

R. Semchuk

Travel Drumheller Marketing Association

Budget vs. Actuals: 2022 Budget - FY22 P&L

January - November, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4023 Grants	251,311.00	293,333.37	-42,022.37	85.67 %
4030 Vacation Guide Revenue	18,410.00	25,666.63	-7,256.63	71.73 %
4100 Partnership Agreement	3,478.75	3,666.63	-187.88	94.88 %
4200 Revenue	94,361.51	110,000.00	-15,638.49	85.78 %
4210 Deferred Grant Revenue		45,833.37	-45,833.37	
4220 Workshop Revenue	504.56		504.56	
4230 Merchandise Revenue	457.14		457.14	
4300 Destination Marketing Fees	71,414.15	50,416.63	20,997.52	141.65 %
Uncategorized Income		64,166.63	-64,166.63	
Total Income	\$439,937.11	\$593,083.26	\$ -153,146.15	74.18 %
GROSS PROFIT	\$439,937.11	\$593,083.26	\$ -153,146.15	74.18 %
Expenses				
5010 Vacation Guide Expenses	22,658.39	22,916.63	-258.24	98.87 %
5020 Marketing Projects Expense	214,648.91	210,833.37	3,815.54	101.81 %
5025 Travel Expense	8,707.02	4,583.37	4,123.65	189.97 %
5033 Reserves		9,166.63	-9,166.63	
5034 Job Fair Expenses	270.62	2,750.00	-2,479.38	9.84 %
5190 Subcontracts	71,778.75	98,083.37	-26,304.62	73.18 %
5250 Consulting Fees-Business License Model		91,666.63	-91,666.63	
5300 Freight Expense	18.00		18.00	
5410 Wages & Salaries	37,916.69	45,833.37	-7,916.68	82.73 %
5420 EI Expense	838.67	1,100.00	-261.33	76.24 %
5430 CPP Expense	2,044.91	1,100.00	944.91	185.90 %
5440 WCB Expense	200.00	550.00	-350.00	36.36 %
5470 Employee Benefits		916.63	-916.63	
5480 Commissions	1,000.00		1,000.00	
5610 Accounting & Legal	5,343.00	4,583.37	759.63	116.57 %
5615 Advertising & Promotions	7,151.08	22,916.63	-15,765.55	31.20 %
5617 Sponsorship	21,832.86		21,832.86	
5625 Business Fees & Licenses	225.50	183.37	42.13	122.98 %
5630 Website Design	18,750.00	22,916.63	-4,166.63	81.82 %
5635 Socials	1,111.62	1,375.00	-263.38	80.85 %
5640 Courier & Postage	948.91	1,375.00	-426.09	69.01 %
5645 Credit Card Charges	160.21		160.21	
5670 Fees and Dues	2,848.15	2,750.00	98.15	103.57 %
5685 Insurance	2,738.00	2,750.00	-12.00	99.56 %
5690 Interest & Bank Charges	90.68	50.38	40.30	179.99 %
5700 Office Supplies	4,745.06	28,875.00	-24,129.94	16.43 %
5710 Training/Education	8,306.69	5,500.00	2,806.69	151.03 %
5740 Meeting Cost	2,521.40	916.63	1,604.77	275.07 %
5780 Telephone	1,395.56	1,375.00	20.56	101.50 %
5790 Office Rent	4,562.38	4,400.00	162.38	103.69 %
5795 Web Expense		916.63	-916.63	
5895 Meals	239.72	458.37	-218.65	52.30 %
6000 Event Grants	11,250.00		11,250.00	

Travel Drumheller Marketing Association

Budget vs. Actuals: 2022 Budget - FY22 P&L

January - November, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Eventbrite fees	19.40		19.40	
Total Expenses	\$454,322.18	\$590,842.01	\$ -136,519.83	76.89 %
NET OPERATING INCOME	\$ -14,385.07	\$2,241.25	\$ -16,626.32	-641.83 %
Other Income				
4022 Contra-Marketing Project Expense	589.90		589.90	
4440 Interest Revenue	931.21	458.37	472.84	203.16 %
Total Other Income	\$1,521.11	\$458.37	\$1,062.74	331.85 %
NET OTHER INCOME	\$1,521.11	\$458.37	\$1,062.74	331.85 %
NET INCOME	\$ -12,863.96	\$2,699.62	\$ -15,563.58	-476.51 %

Travel Drumheller Marketing Association

Balance Sheet

As of December 31, 2022

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	142,698.50
1065 CCU Common Shares	6.82
1070 High Interest Savings Account **4395	20,147.14
1080 High Interest Savings Account **4494	96,296.49
2035 DMF Trust account	0.00
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$259,149.95
Accounts Receivable (A/R)	
1200 Accounts Receivable	0.00
Total Accounts Receivable (A/R)	\$0.00
1220 Employee Cash Advances	0.00
1225 Employee Cash Advance Repayment	0.00
Total 1220 Employee Cash Advances	0.00
1320 Prepaid Expenses	1,876.20
Total Current Assets	\$261,026.15
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	1,277.99
1905 Computer Hardware	6,743.88
1906 Accum Amort - Computer	-779.86
Total 1905 Computer Hardware	5,964.02
Total Property, plant and equipment	\$7,242.01
Total Non Current Assets	\$7,242.01
Total Assets	\$268,268.16

Travel Drumheller Marketing Association

Balance Sheet

As of December 31, 2022

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	80,000.00
Total Accounts Payable (A/P)	\$80,000.00
Credit Card	
2150 Visa Card-Collabria	1,099.61
Total Credit Card	\$1,099.61
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	410.78
2185 CPP Payable	1,168.52
2190 Federal Income Tax Payable	-5,830.62
2310 GST/HST Charged on Sales	0.00
2315 GST/HST Paid on Purchases	0.00
2335 GST/HST Payable	-20,929.05
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	7,774.16
Total 2340 Payroll Liabilities	7,774.16
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 DMF -Econolodge	0.00
2442 DMF-QUALITY INN	35,272.29
2443 DMF -Travelodge	0.00
Total 2440 Deferred Income	94,207.29
Total Current Liabilities	\$159,890.69
Total Liabilities	\$159,890.69
Equity	
Retained Earnings	250,372.47
Profit for the year	-141,995.00
Total Equity	\$108,377.47
Total Liabilities and Equity	\$268,268.16

Budget notes

Jan 11 2023 meeting

The budget for the end of the year is currently looking a little rough and so I wanted to explain some of the numbers

Income

- 1) The grant figure is low as we hadn't had any bill from Twenty thirty one and so I couldn't claim the grant from Prairies Can. I will be putting in the first claim shortly and that is for \$80,000 and so that would take us to the \$320,000
- 2) Also in the budget for grants I included \$15,000 from the town of Drumheller. What has actually happened has been that they have taken 15% off the bill and so we are not receiving this as an one off payment.
- 3) The \$70,000 we have transferred from the trust account to the operating account has not been noted on this report.
- 4) There is \$50,000 in past grant funding in the income as well. This was for the Ambassador but we were not able to hire them. This money is in the trust fund and so I we will be hoping to hire the Ambassador again in 2023.
- 5) We are due to receive \$100,000 from Canalta shortly for the third quarter of 2022 and that goes into revenue.

When 1, 2, 3 and 4 are added together that makes \$215,000 which covers the current difference.

Expenses

1. I had projected that we would have half the bill for Twenty thirty one. Which is \$100,000 however we have had a bill for $\frac{3}{4}$ of the work at \$160,000 they have moved faster than I expected with the work. So as noted at the last Board meeting we have paid \$80,000 I will be putting in a claim shortly to Prairies Can for that amount and for the other expenses such as Heather's salary and then once we have received that we will pay the remaining \$80,000.

Please see the motion below from Barb.

As mentioned in the meeting we are watching cash flow with the money we have to pay out to Twenty thirty one.

Also we budgeted to move \$70,000 from the trust account and this will take us to that amount.

Julia

----- Forwarded message -----

From: **Barbara Steeves** <barbarasteeves2@gmail.com>

Date: Fri., Dec. 23, 2022, 10:23 a.m.

Subject: Motion for moving funds

To: Julia Fielding <executivedirector@traveldrumheller.com>

" I make a motion to move \$24000 from the Trust fund to Operating to cover payments to Twenty 31 and other expenses we need to pay out before we receive money from Prairie Can. "

I apologize for not making this motion at the meeting - please can someone second this motion and then everyone vote.

Thank you,
Barb Steeves

Lana Phillips, Natalie Lum <founders@bikesandbites.ca>

Fri, Dec 23, 2022 at 10:48 AM

To: Julia Fielding <executivedirector@traveldrumheller.com>

Cc: Ryan Semchuk <ryan.semchuk@canalta.com>, Sarah Newstead <snewstead@atlascoalmine.ab.ca>, Debbie Schinnour <d.schinnour@drumhellerchamber.com>, Barbara Steeves <barbarasteeves2@gmail.com>, Cherrie <billing@qualityhoteldrumheller.com>, Elaine Secord <Elaine.Secord@gov.ab.ca>, Crystal Sereda <crystalsereda@gmail.com>, Reg Johnston <rjohnston@drumheller.ca>, Theresa Vyey <gm@ramadadrumheller.com>, BJ Rosebud Country Inn <kenandbj@rosebudcountryinn.com>, Vance Neudorf <vance.neudorf@gmail.com>, Amanda Swain <aswain@ascendllp.com>

I think you need this:

Second the motion and vote to approve

Cheers,
Lana

Lana Phillips / Natalie Lum

Founders

t. 403 436 4646 (GoGo) • founders@bikesandbites.ca

bikesandbites.ca

FOLLOW @bikeandbitesAB



[Quoted text hidden]

Vance Neudorf <vance.neudorf@gmail.com>

Fri, Dec 23, 2022 at 10:58 AM

To: "Lana Phillips, Natalie Lum" <founders@bikesandbites.ca>

Cc: Julia Fielding <executivedirector@traveldrumheller.com>, Ryan Semchuk <ryan.semchuk@canalta.com>, Sarah Newstead <snewstead@atlascoalmine.ab.ca>, Debbie Schinnour <d.schinnour@drumhellerchamber.com>, Barbara Steeves <barbarasteeves2@gmail.com>, Cherrie <billing@qualityhoteldrumheller.com>, Elaine Secord <Elaine.Secord@gov.ab.ca>, Crystal Sereda <crystalsereda@gmail.com>, Reg Johnston <rjohnston@drumheller.ca>, BJ Rosebud Country Inn <kenandbj@rosebudcountryinn.com>, Amanda Swain <aswain@ascendllp.com>

Vote to approve.

Vance Neudorf

[Quoted text hidden]

Rosebud Country Inn <kenandbj@rosebudcountryinn.com>

Fri, Dec 23, 2022 at 2:16 PM

To: Julia Fielding <executivedirector@traveldrumheller.com>, Ryan Semchuk <ryan.semchuk@canalta.com>, Sarah Newstead <snewstead@atlascoalmine.ab.ca>, Debbie Schinnour <d.schinnour@drumhellerchamber.com>, Barbara Steeves <barbarasteeves2@gmail.com>, Cherrie <billing@qualityhoteldrumheller.com>, Elaine Secord <Elaine.Secord@gov.ab.ca>, Crystal Sereda <crystalsereda@gmail.com>, "Lana Phillips, Natalie Lum" <founders@bikesandbites.ca>, Reg Johnston <rjohnston@drumheller.ca>, Theresa Vyey <gm@ramadadrumheller.com>, Vance Neudorf <vance.neudorf@gmail.com>
Cc: Amanda Swain <aswain@ascendllp.com>

Vote to approve!

BJ

[Quoted text hidden]

Giftshop Manager <gsmanager@drumhellerchamber.com>

Mon, Dec 26, 2022 at 10:30 AM

To: "executivedirector@traveldrumheller.com" <executivedirector@traveldrumheller.com>, Ryan Semchuk <ryan.semchuk@canalta.com>, Sarah Newstead <snewstead@atlascoalmine.ab.ca>, Barbara Steeves <barbarasteeves2@gmail.com>, Cherrie <billing@qualityhoteldrumheller.com>, Elaine Secord <Elaine.Secord@gov.ab.ca>, Crystal Sereda <crystalsereda@gmail.com>, "Lana P (she/her)" <founders@bikesandbites.ca>, Reg Johnston <rjohnston@drumheller.ca>, Theresa Vyey <gm@ramadadrumheller.com>, BJ Rosebud Country Inn <kenandbj@rosebudcountryinn.com>, Vance Neudorf <vance.neudorf@gmail.com>
Cc: Amanda Swain <aswain@ascendllp.com>

Vote to approve.

DEBBIE SCHINNOUR

Tourism Services Manager

World's Largest Dinosaur/Visitor Information Centre

Drumheller & District Chamber of Commerce

60-1st Ave W. PO Box 999, Drumheller, AB T0J 0Y0

P 403-823-8100 or toll free 1-866-823-8100

From: Julia Fielding <executivedirector@traveldrumheller.com>

Sent: December 23, 2022 10:38 AM

To: Ryan Semchuk <ryan.semchuk@canalta.com>; Sarah Newstead <snewstead@atlascoalmine.ab.ca>; Giftshop Manager <gsmanager@drumhellerchamber.com>; Barbara Steeves <barbarasteeves2@gmail.com>; Cherrie <billing@qualityhoteldrumheller.com>; Elaine Secord <Elaine.Secord@gov.ab.ca>; Crystal Sereda <crystalsereda@gmail.com>; Lana P (she/her) <founders@bikesandbites.ca>; Reg Johnston <rjohnston@drumheller.ca>; Theresa Vvvey <gm@ramadadrumheller.com>; BJ Rosebud Country Inn <kenandbj@rosebudcountryinn.com>; Vance Neudorf <vance.neudorf@gmail.com>

Cc: Amanda Swain <aswain@ascendllp.com>

Subject: Fwd: Motion for moving funds

Please see the motion below from Barb.

[Quoted text hidden]

Elaine Secord <Elaine.Secord@gov.ab.ca>

Mon, Dec 26, 2022 at 12:28 PM

To: Giftshop Manager <gsmanager@drumhellerchamber.com>, "executivedirector@traveldrumheller.com" <executivedirector@traveldrumheller.com>, Ryan Semchuk <ryan.semchuk@canalta.com>, Sarah Newstead <snewstead@atlascoalmine.ab.ca>, Barbara Steeves <barbarasteeves2@gmail.com>, Cherrie <billing@qualityhoteldrumheller.com>, Crystal Sereda <crystalsereda@gmail.com>, "Lana P (she/her)" <founders@bikesandbites.ca>, Reg Johnston <rjohnston@drumheller.ca>, Theresa Vvvey <gm@ramadadrumheller.com>, BJ Rosebud Country Inn <kenandbj@rosebudcountryinn.com>, Vance Neudorf <vance.neudorf@gmail.com>
Cc: Amanda Swain <aswain@ascendllp.com>

Vote to approve.

Elaine

From: Giftshop Manager <gsmanager@drumhellerchamber.com>

Sent: Monday, December 26, 2022 10:30:06 AM

To: executivedirector@traveldrumheller.com <executivedirector@traveldrumheller.com>; Ryan Semchuk <ryan.semchuk@canalta.com>; Sarah Newstead <snewstead@atlascoalmine.ab.ca>; Barbara Steeves <barbarasteeves2@gmail.com>; Cherrie <billing@qualityhoteldrumheller.com>; Elaine Secord <Elaine.Secord@gov.ab.ca>; Crystal Sereda <crystalsereda@gmail.com>; Lana P (she/her) <founders@bikesandbites.ca>; Reg Johnston <rjohnston@drumheller.ca>; Theresa Vvvey <gm@ramadadrumheller.com>; BJ Rosebud Country Inn <kenandbj@rosebudcountryinn.com>; Vance Neudorf <vance.neudorf@gmail.com>

Cc: Amanda Swain <aswain@ascendllp.com>

Subject: RE: Motion for moving funds

CAUTION: This email has been sent from an external source. Treat hyperlinks and attachments in this email with care.

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Classification: Protected A

Amanda Swain <aswain@ascendllp.com>
To: Julia Fielding <executivedirector@traveldrumheller.com>

Thu, Dec 29, 2022 at 11:30 AM

Hi Julia,

Just to clarify – the \$70,000 will be going from the trust account (High Interest savings) into the chequing account?

Also, I have the 2 cheques ready for pick up.

Thank you,

Amanda

From: Julia Fielding <executivedirector@traveldrumheller.com>

Sent: Friday, December 23, 2022 9:38 AM

To: Ryan Semchuk <ryan.semchuk@canalta.com>; Sarah Newstead <snewstead@atlascoalmine.ab.ca>; Debbie Schinnour <d.schinnour@drumhellerchamber.com>; Barbara Steeves <barbarasteeves2@gmail.com>; Cherrie <billing@qualityhoteldrumheller.com>; Elaine Secord <Elaine.Secord@gov.ab.ca>; Crystal Sereda <crystalsereda@gmail.com>; Lana Phillips, Natalie Lum <founders@bikesandbites.ca>; Reg Johnston <rjohnston@drumheller.ca>; Theresa Vyey <gm@ramadadrumheller.com>; BJ Rosebud Country Inn <kenandbj@rosebudcountryinn.com>; Vance Neudorf <vance.neudorf@gmail.com>

Cc: Amanda Swain <aswain@ascendllp.com>

Subject: Fwd: Motion for moving funds

Please see the motion below from Barb.

[Quoted text hidden]

Sarah Newstead <snewstead@atlascoalmine.ab.ca>

Tue, Jan 3, 2023 at 9:01 AM

To: Elaine Secord <Elaine.Secord@gov.ab.ca>, Giftshop Manager <gsmanager@drumhellerchamber.com>, "executivedirector@traveldrumheller.com" <executivedirector@traveldrumheller.com>, Ryan Semchuk <ryan.semchuk@canalta.com>, Barbara Steeves <barbarasteeves2@gmail.com>, Cherrie <billing@qualityhoteldrumheller.com>, Crystal Sereda <crystalsereda@gmail.com>, "Lana P (she/her)" <founders@bikesandbites.ca>, Reg Johnston <rjohnston@drumheller.ca>, Theresa Vyey <gm@ramadadrumheller.com>, BJ Rosebud Country Inn <kenandbj@rosebudcountryinn.com>, Vance Neudorf <vance.neudorf@gmail.com>
Cc: Amanda Swain <aswain@ascendllp.com>

Vote to approve.

Sarah

[Quoted text hidden]

Julia Fielding <executivedirector@traveldrumheller.com>

Wed, Jan 4, 2023 at 9:11 AM

To: Amanda Swain <aswain@ascendllp.com>

Thanks Amanda



Julia Fielding <executivedirector@traveldrumheller.com>

(no subject)

1 message

Ramada Drumheller <ramadadrumheller@canalta.com>

Tue, Jan 3, 2023 at 2:29 PM

To: "executivedirector@traveldrumheller.com" <executivedirector@traveldrumheller.com>

I agree with the motion to withdraw funds

Theresa Vyvey, CHS
(403)823-2028
General Manager
Drumheller Ramada





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

December 2022

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	The next workshop will be taking place on Jan 18 th and will be on website and building a repeat customer base.
Support and mentor businesses in developing and collecting data sets	
2. Support Destination Development	
2.1 Establish a Destination Development Plan (DDP)	
Secure Funding for the DDP	
Engage Partners to create the DDP	The draft DDP is now produced and the steering group have offered feedback on the draft. The final plan will be presented to the Board on Feb 8th
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	Keri and I are working on a winter photo contest and also will be talking soon to Cody Shatz about the next series of videos for this program
Expand the Drum Discovery Program	The first meeting for this will be on January 17th.
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	See the Marketing Plan Keri and I will be presenting at the board meeting
Implement Customer Care training	Drum Discovery will be taking place again in May and possibly later in the year.
Develop marketing partnerships with source markets such as Calgary and Edmonton	
Increase length of stay by moving people around the destination	<p>We are purchasing a downloadable tour through Cluemasters- mystery towns. Here is the link https://www.cluesolvers.com/</p> <p>We want to create an experience that gets people moving around the valley. We will be creating content in the New Year. There will be possibilities to create buy in opportunities for businesses.</p>
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 is currently being completed and will be presented to the Board in January now the ED role has been made permanent.
4.3 Build support and awareness of the organization in the community	
Build strong relationships within the Community both political and individual	This will be an important part of the roll out of the DDP. We have regularly been sending out information on grants etc to partners, neighboring municipalities and businesses. The excellence awards applications are now written. The applications will go live shortly.
Build the partnership program	We have launched the new partnership program. We will continue to build this up .
Carry out a resident sentiment survey	

Governance	
Create a progressive well governed organization	
Create policies to ensure Travel Drumheller is a diverse equitable accessible and inclusive employer.	I am still in the process of finalizing the HR policy
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 We are now moving into the new phase of Travel Drumheller. There is a permanent ED, a marketing manager – Keri Looijen and a business support manager Heather Little. I have applied for two Canada Summer Jobs positions the Ambassador and social media coordinator.

Boost your business courses The next course is January 18th there are currently 3 people booked onto it.

Tourism Development Zone- We had a meeting of this group on findings so far on Jan 4th and the validation session will take place on 12th January. There are a number of overlaps with our DDP which is helpful.

Marketing Plan- Keri will be presenting this on Wednesday.

Staffing proposal

1) Business Support manager

\$55k per year plus benefits 15 days vacation

Business Support

This will be the one contact place for partners and stakeholders. They will share information with stakeholders and gather information from them

They will

Manage the Partnership program

Develop learning materials, new workshops and continue the mentorship program.

Oversee ad sales for the 2024 guide- saving \$5,000.

Oversee the implementation and then management of Tempest our CRM

Deliver the job fair and pop up job fairs at the high schools

Manage the social program

Manage Drum Discovery

In liaison with the Marketing Manager:

Manage the new program of buy in marketing opportunities

Manage Content on the industry page and the business listings on the website

Develop content for our stands at events

The ED will be looking for grants to help cover the costs of this role. For example there is a current Economic Development Grant available for tourism and business support which I have requested more information on to support this role.

2) Marketing Manager

\$55K plus benefits 15 days vacation

This role will manage the marketing activities of the organization.

They will create and schedule social media,

Write and implement the marketing plan

develop data collection and analysis to develop a better understanding of our audiences- as has been identified in our strategic plan and in the Destination Development Plan.

They will plan our stands at promotional events such as the Outdoor Adventure Show and events at the Calgary Zoo

With the ED manage the digital marketing campaigns for Loknow

They will manage Crowdriff and day to day content on the website.

Link with the Business Support Manager to create communications with our stakeholders.

General

Travel Drumheller needs to ensure it has the capacity to meet the needs of the organization, the community, and regional businesses.

Travel Drumheller has an ambitious strategic plan as well as a Destination Development Plan to implement.

Travel Drumheller has built up the reputation and a momentum for business support and it would be a shame to lose it. The communication with stakeholders is improving all the time but there is still a way to go. We need one contact for our stakeholders.

There is a real need to hone our marketing tactics and think about our audiences. We have done a great job in promotions but there is a need to be more strategic and build up our audience knowledge and build the brand.

It is imperative for the ED to spend time developing policies, strategies and revenue generation and move away from operations. We need to increase the visibility of Travel Drumheller on a wider stage especially provincially at events such as the TIAA advocacy events.

Monterey County Convention & Visitors Bureau Careers

Join Our Team

Monterey County Convention and Visitors Bureau (MCCVB) is the destination marketing organization for Monterey County including the cities and areas of Monterey, Carmel-by-the-Sea, Carmel Valley, Pacific Grove, Seaside, Sand City, Marina, Salinas, Moss Landing, and Salinas Valley. We promote our destination including our world renowned attractions: Monterey Bay Aquarium, WeatherTech Raceway Laguna Seca, Monterey wine country and iconic Pebble Beach. Our team is made up of fun, friendly and fired-up professionals in the tourism industry who collectively commit to living out our Vision, Mission and Values.

Vision: A thriving tourism economy that enriches Monterey County's economic vitality and quality of life.

Mission: To generate community prosperity for Monterey County through the responsible promotion and growth of the tourism economy

We Value:

Connectivity - Relational not transactional approach

Collaboration - Seek opportunities to build effective partnerships with the community

Agility - Creative, nimble, embrace change, and invite new ideas and innovation

Accountability - Reliable stewards of the resources entrusted to us

Inclusivity - Committed to DEI – how we operate and how we promote

Sustainability - Responsible promotion to protect the product and our quality of life

Diversity, Equity and Inclusion Commitment: We are committed to ensuring that all team members feel welcome and have an equal opportunity to connect, belong, and grow. We encourage team members to contribute to the organization and the hospitality industry, advance their skill sets and to be comfortable and confident as their authentic selves within the framework of professional guidelines that we have established as a team.

OPEN POSITION(S):

[BUSINESS DEVELOPMENT EXECUTIVE \(home based in Arizona or Texas\)](#)

[FINANCE AND OPERATIONS MANAGER \(full-time, in Monterey\)](#)

BOOKKEEPER (full-time, in Monterey)

Ideal candidates for our team will:

- Aspire to inspire transformational moments
- Be a strong, strategic, thoughtful team member
- Always bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy, honest, and accountable
- Positively contribute to the organization's culture
- Contribute to telling the story of the organization's initiatives, outcomes, and return on investment for the community in ways that are creative and strategic
- Create success through passion for the hospitality industry, the destination, and the vision, mission and values of the organization

MCCVB offers a comprehensive Team Member Investment Package including but not limited to competitive salary, incentive potential (bonus based on goal achievements), professional development (enhancing your knowledge, skills and competencies), paid time off (illness, injury, holiday, vacation, rest, relax, recharge, volunteer and more!), 401k/Roth savings plan including employer match and shared cost group health, dental, vision, life and long-term disability insurance coverage.

If you are interesting in joining our team, please send your cover letter and resume to HR@SeeMonterey.com

Visit our [Presentations and Reports](#) page to see our current and previous Business Plans and Annual Reports.



Open Position Title: **Bookkeeper**
Reports To: Vice President of Finance
Department: Administration
Status, Classification: Full-time Regular, Non-Exempt

Position Summary

The Bookkeeper provides clerical expertise and support throughout MCCVB's accounts receivable and accounts payable processes, procedures and policies.

The ideal candidate in this role will:

- Aspire to inspire transformational moments
- Be a strong, strategic, thoughtful team member
- Always bring their best possible self and work
- Commit to quality and consistency
- Seek opportunities to grow and improve
- At all times be trustworthy, honest, and accountable
- Positively contribute to the team's synergy and organizational culture
- Create success through passion for the hospitality industry, the destination, and the vision, mission and values of the organization

Role and Responsibilities

- Assists with all accounts receivable and accounts payable activities including invoicing, collections, recording receipts, processing invoices and expense reports, writing checks, and filing records according to policies
- Reviews all invoices and expense reports submitted for payment to ensure policy compliance. Works with team members to ensure accuracy, adherence to policy and that sufficient information is provided on all payables submitted prior to entry into the Accounting system.
- Records receivable payments in CRM and Accounting systems
- Creates and delivers bank deposits.
- Assists with Finance Committee administration and meeting preparation.
- Assists with monthly financial statements and variance reports as needed.
- Assists with bank account reconciliations as needed.
- Assists with additional bookkeeping, administrative and analysis tasks as needed
- Provides telephone and email coverage, general office, and mail/shipping coordination.
- Contributes to our safe, healthy, positive, and harmonious work culture and environment.

Supervisory Responsibility

This position has no supervisory responsible.

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Find us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

Other Duties

Please note this position description does not cover or contain all activities, duties or responsibilities that are required of the team member for this role. Duties, responsibilities, and activities may change at any time with or without notice. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Expected Competencies and Performance Attributes

- Expert in using Microsoft Excel and Outlook
- Excellent administrative and organizational skills
- Excellent oral and written communication skills
- Time management skills with strong ability to prioritize multiple projects
- Ability to recognize and maintain confidentiality of information. Demonstrates and adheres to confidentiality in the workplace.
- Critical thinking skills with sound problem solving abilities
- Creativity and ability to turn ideas into results
- Willingness and ability to learn and grow within the organization
- Ability to thrive in a fast-paced work environment
- Ability to develop and maintain strong internal and external relationships
- Ability to execute tasks and oversee projects with minimum supervision
- Ability to work under pressure and maintain professionalism
- Ability to maintain an excellent attendance record
- Ability to quickly grasp GL structure and apply structure to workflows to ensure accuracy

Desired Education and Experience

- 2 years of bookkeeping experience
- Experience using Sage 50 Accounting software
- Proficiency using a CRM or similar customer database system
- Prior CVB and/or non-profit experience
- Experience in the travel/tourism, hospitality, or meetings industry

Work Environment

This position operates in a clerical office setting. This role routinely uses standard office equipment including computers, keyboards, phones and a copier/scanner.

Physical Demands

This is largely a sedentary role with extended work time sitting at and using a computer including a keyboard and mouse. The person in this role must have the ability to lift and carry items, walk up and down stairs, and bend/sit and stand as necessary.

Position Type/Expected Hours of Work

This is a full-time in-market position. The regular schedule of work is Monday through Friday, 8:30 a.m. to 5 p.m. Evening and weekend work and participation in events that occur after hours may be required occasionally but not often.

Travel Expectation

This position may require up to 10% local (within Monterey County) travel.

MCCVB offers a comprehensive Team Member Investment package including compensation, incentive potential, professional development, paid time off, paid holidays, retirement savings plan and group health, dental, vision, life and long-term disability insurance coverage. If you are interested in joining our team, please send your cover letter and resume to HR@seemonterey.com

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