



Travel Drumheller

**Travel Drumheller Marketing Association
Board of Directors Meeting
Via Google meet
Wednesday, April 14, 2021 @ 10:00am**

1	Call Meeting to Order
2	Approval of Agenda
3	Approval of Minutes March 10 2021
4	Financial Report Motion: The Board approves the financial report
5	Town of Drumheller Report
6	ED Report
7	Unfinished Business <ul style="list-style-type: none">• 2021 Guide update• AGM Update• Marketing Campaigns Update• DMF Update
8	Discussion Items Presentation to Council Feedback
9	In Camera
10	Adjournment
11	Next meeting Wednesday May 12 2021 10am



Travel Drumheller

Travel Drumheller Marketing Association
March 10, 2021
10.00 am online via google meet

MINUTES

Present: R. Semchuk B. Steeves C. Hughes E. Secord D. Schinnour
H. Little S. Newstead E. Crocker V. Neudorf J. Fielding

Absent: C. Sereda D. Dekeyser T. Vyvey
Guests: Bret and Karen from the Town of Drumheller

1. Call to Order

R. Semchuk called the meeting to order at: 10:04

2. Approval of Agenda

Approval of meeting Agenda

Motion: E. Crocker Seconded: B. Steeves Carried

3. Town Report

Erica Crocker

Drumheller Municipal Airport – Tour with TOD & TD

The airport has changed management. Erica, Bret and Julia took a tour. Town will include them in their ad for the guide.

BCF Opening: Low intensity only. Not opening halls yet.

Lunch and Learn Chamber (Drumheller.ca and tenders) E. Crocker will be the guest speaker talking about the town's website and tenders.

RCMP initiatives and priority survey: Survey ends March 24, 2021

Social Media and Marketing Coordinator – Bret – new to the Town and is a student from MRU.

Community Events Coordinator – Karen – discussed the summer- fall events.

4. Approval of Minutes from Feb. 10, 2021 meeting

Motion :S. Newstead Seconded: E. Crocker Carried

5. Financial Report

- Presentation of financial report by B. Steeves
Still to come is the \$20,000.00 from Travel Alberta. DMF funds from Travelodge
Discussion on the 1% funds. Cindie to take the lead on determining how they should be spent.

Motion to approve the financials

Motion: S. Newstead Seconded: H. Little Carried

6. ED Report – J. Fielding

See attached report to the board package.

Drum Discovery – will begin first of June for the training. Job Fair – Julia unsure if time will

permit it to take place. Travel Alberta adding an additional \$19,000.00 for coop marketing. Julia now is in the office. Ads for Ambassadors are out and working with the Chamber to hire a social media person. Agreement with Kneehill County to host ambassadors out at Horseshoe Canyon.

7. Unfinished Business

2021 Guide Update – almost sold out and the content is almost completed

Strategic Planning –Julia to get touch with Stormy Lake and wait until fall for the session.

Marketing Campaigns Update -Julia meeting with Kimberley Daniels to work on the summer campaigns for the badlands. Julia was on the radio this week. Would like some of the board to join her. Travel Alberta grants opening next month. Julia will work on the grant.

DMF Update – Canalta and Travelodge have signed. Julia to touch base with Cindie and Econolodge.

AGM – Virtual meeting April 15,2021 at 6 pm. One seat will open. (Sarah)

Council Meeting: Julia and Erica will look at booking a date and Sarah will present to council.

9. Discussion Items

No discussions

9. Adjournment

R. Semchuk adjourned the meeting at: 11:21

Next board meeting: **Wednesday April 14,2021**

Signed by:

R. Semchuk

Travel Drumheller Marketing Association

Balance Sheet

As of April 12, 2021

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	100,714.41
1065 CCU Common Shares	6.58
1070 Savings Account -Trust	10,000.00
1080 Savings Account	110,285.15
2035 DMF Trust account	1,358.23
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$222,365.37
Accounts Receivable (A/R)	
1200 Accounts Receivable	199.50
Total Accounts Receivable (A/R)	\$199.50
1220 Employee Cash Advances	
1225 Employee Cash Advance Repayment	0.00
Total 1220 Employee Cash Advances	0.00
1320 Prepaid Expenses	1,813.45
Total Current Assets	\$224,378.32
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	
1905 Computer Hardware	1,444.15
1906 Accum Amort - Computer	-216.62
Total 1905 Computer Hardware	1,227.53
Total Property, plant and equipment	\$1,227.53
Total Non Current Assets	\$1,227.53
Total Assets	\$225,605.85

Travel Drumheller Marketing Association

Balance Sheet

As of April 12, 2021

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	0.00
Total Accounts Payable (A/P)	\$0.00
Credit Card	
2150 Visa Card-Collabria	352.94
Total Credit Card	\$352.94
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	0.00
2185 CPP Payable	0.00
2190 Federal Income Tax Payable	0.00
2310 GST/HST Charged on Sales	-4.75
2315 GST/HST Paid on Purchases	0.00
2335 GST/HST Payable	-8,043.90
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	0.00
Total 2340 Payroll Liabilities	0.00
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	82,833.01
Total Current Liabilities	\$77,127.30
Total Liabilities	\$77,127.30
Equity	
Retained Earnings	210,641.15
Profit for the year	-62,162.60
Total Equity	\$148,478.55
Total Liabilities and Equity	\$225,605.85

Travel Drumheller Marketing Association

Profit and Loss

January 1 - April 12, 2021

	TOTAL
INCOME	
4023 Grants	10,000.00
4100 Partnership Agreement	1,230.00
4300 Destination Marketing Fees	1,358.23
Total Income	\$12,588.23
GROSS PROFIT	\$12,588.23
EXPENSES	
5010 Vacation Guide Expenses	5,500.00
5020 Marketing Projects Expense	375.00
5600 Marketing Initiatives	40,575.00
5610 Accounting & Legal	200.00
5615 Advertising & Promotions	870.00
5625 Business Fees & Licenses	29.00
5690 Interest & Bank Charges	5.61
5700 Office Supplies	257.24
5750 Realized Exchange Gain/Loss	1,375.82
5780 Telephone	451.09
5790 Office Rent	1,200.00
5794 Executive Director Wages	22,781.10
Total Expenses	\$73,619.86
OTHER INCOME	
4440 Interest Revenue	10.75
Total Other Income	\$10.75
OTHER EXPENSES	
5800 Other Miscellaneous Expense	324.00
5870 Expenses for Ambassador	817.72
Total Other Expenses	\$1,141.72
PROFIT	\$ -62,162.60



Travel Drumheller
 Executive Director Progress Report
 April 2021

Key Performance Indicators	March	April	May	June
Expanding Travel Drumheller's funding diversity and amounts by 30+%	We received an additional \$19,000 to cover the last month of the digital campaign as well as the last CTV piece for the TA cooperative campaign	Same as March		
Initiating DMF agreements with at least 4 new partners, and all existing DMF agreements renewed (if possible)	Canalta have signed the agreement as have Travelodge.	Same as March		
2021 Guide is produced on budget + time and has sold 100% of ad space	90% of ad sales are complete. 85% of the articles are written. Next up images and look and feel of the publication. Have spoken to Strong Coffee about ensuring the best possible format for hosting the guide on the website	100% ads are sold. All articles are written and layout has been agreed. A shoot is planned for the next week for images for Eat Here page, Sourced wedding images Will be ready to go live May 1 st .		

Key Performance Indicators	March	April	May	June
An updated strategic plan, annual report and marketing plan is produced	The 2021 marketing plan is approved, The Annual review is complete the strategic plan is part of the discussion this meeting	Annual report has been produced and distributed		
Ambassador program is successfully implemented for 2021 season	The job ads are out. An agreement has been made with Kneehill County to host Ambassadors at Horseshoe Canyon.			
Formation of relationships with key DMOs across Alberta (meetings, correspondence, etc)		Have had a phone conversation with Go East Edmonton who are keen to work on advocacy work for rural DMOs.		
Improving Travel Drumheller's relationships with current contributors to the DMF	Working with Travel lodge to create ad for Guide	Sent ¼ catch up email last week.		
Developing a plan to recruit more members and the updating of DMF agreements				
Improving stakeholder relations within Drumheller, the Drumheller region and with other organizations such as Travel Alberta	Have had numerous meetings with Community Futures WR, Wheatland County and Kneehill County on joint marketing, itineraries	Had meeting with Cactus Corridor and Hanna Learning Centre to discuss working together. They are interested in the Drum Discovery		

	and training programs.	program and will attend. They are interested in creating some itineraries for the TA fall coop marketing. Presenting to Council Monday April 12		
Investigating other sources of income in addition to the DMF	Travel Alberta have stepped up their funding. Travel Drumheller will be receiving \$10,000 for the Drum Discovery program.			
Building relationships with the campgrounds in the region				
Developing the partnership program				
Offering marketing support to partners and other tourism businesses	Get Ready for Summer campaign is being developed and will include this support. The social media joint position with the Chamber will also offer support	The Lunch and Learn on 21 st April has large number of bookings, Are looking to create an RFP to capture content of businesses funded by the Coop grant.		
Managing the Ambassador program	Jobs advertised	Posting has closed will be interviewing in the next few weeks.		

Other Updates:

A digital Harvest has been scheduled for May until November.

There was a huge digital media blitz in March to use up the remaining Travel Alberta funds.

The campaign will continue to run on a lower level until we see if we get the extra funds from Travel Alberta.

MP Damien Kurek and MLA Nate Horner received personal invitations to the AGM with the Annual Report as did the local reeves and CAO's and councillors of the Town of Drumheller.

Heather and Crystal have helped with creating goody bags for the AGM to include pie from Rosebud Country Inn and Beer from Valley brewing as well as gift cards

Heather Bitz and I held interviews for the social media person who will work with the Chamber and will work with us on creating content. We will have made a decision by the end of the week.

Date Range

Jan 1, 2021 - Mar 31, 2021

Overall Performance

Channel

Select..

Platform

Select..

Impressions

14,089,732

▼ -6% (-947,288)

Clicks

73,615

▲ 3% (2,461)

CTR

0.52 %

▲ 10% (0.05 %)

Media Spend

\$38,764.72

▲ 0% (\$18.76)

Conversion Rate

12.53 %

▲ 46% (3.97 %)

Conversions

9,222

▲ 51% (3,133)

Performance by Day