



# Travel Drumheller

**Travel Drumheller Marketing Association  
Board of Directors Meeting  
Via Google meet  
Wednesday, May 12, 2021 @ 10:00am**

1	Call Meeting to Order
2	Approval of Agenda
3	Approval of Minutes April 14 2021
4	Financial Report Motion: The Board approves the financial report
5	Board Appointments We will be electing a chair, Vice chair, Treasurer and Secretary
6	Town of Drumheller Report
7	ED Report
8	<b>Unfinished Business</b> <ul style="list-style-type: none"><li>• Marketing Campaigns Update</li><li>• DMF Update</li></ul>
9	<b>Discussion Items</b> Air Bnbs
10	<b>In Camera</b>
11	<b>Adjournment</b>
12	<b>Next meeting Wednesday June 9th 2021 10am</b>



# Travel Drumheller

Travel Drumheller Marketing Association

April 14, 2021

10.00 am online via google meet

## MINUTES

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

Absent: S. Newstead C. Hughes D. Dekeyser T Vyvey

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### 1. Call Meeting to Order

R. Semchuk called the meeting to order at: 10:05

### 2. Approval of Agenda

**Motion by H. Little / B. Steeves that the agenda be approved as presented. CARRIED**

### 3. Approval of Minutes:

**Motion by H. Little / B. Steeves that the minutes of March 10, 2021 be approved. CARRIED**

### 4. Financial Report

- Presentation of financial report by B. Steeves
  - \$10,000.00 from Community Futures for Drum Discovery.
  - \$10,000.00 from Travel Alberta
  - \$42,000.00 in grants still to come.
  - Julia sent emails to DMF partners for their 1<sup>st</sup> ¼ dmf funds

**Motion by H. Little / D. Schinnour to approve the financials as presented. CARRIED**

### 5. Town of Drumheller Report: E. Crocker

Reg Johnston is the new Manager of Economic Development for the Town of Drumheller.

Reg would like to attend the next Travel Drumheller meeting. National Volunteer week at the plaza April 18 – 24. Thank your volunteers with a postcard voucher that can be redeemed at many local businesses like Dino Bucks. Town of Drumheller are waving outdoor patio permits for local businesses.

### 6. ED Report – J. Fielding

See report attached to the board package.

Attended a meeting to discuss the future of the Canadian Badlands. Meeting with Cindie next week to discuss the DMF. Getting the goodie bags and gift cards ready for the AGM to be picked up at Valley Brewing after 5 pm Thursday before the AGM. Drum Discovery – starting to sign people up now. Start date now the middle of June.

## **7. Unfinished Business**

2021 Guide Update –  
May 1 the guide should be ready.

AGM Update  
30 people have signed up  
Meeting packages have been sent out.  
Only one nomination has been received for the vacant board seat, so no vote is needed.

Marketing Campaigns Update:  
Dashboard- over 14,000.00 clicks

DMF Update:  
Julia has emailed DMF partners.

## **8. Discussion Items:**

Presentation to Council Feedback  
Best presentation ever. Great feedback from the mayor and council,  
Discussion on the meeting from Canadian Badlands.  
Elaine mentioned the displays at CrossIron Mills were removed.  
Travel Drumheller is doing the Lunch and Learn with the Chamber April 21 and 10 people registered.  
Vance gave a brief update on the Badlands Ampitheatre.  
Valley Brewing gave updates on some of their partnership ideas.

## **9. In Camera**

## **10. Adjournment:**

**R. Semchuk adjourned the meeting at 11:02 am**

Next board meeting: **Wednesday May 9<sup>th</sup>**

Signed by:

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R. Semchuk

# Travel Drumheller Marketing Association

Balance Sheet  
As of May 5, 2021

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	0.00
<b>Total Accounts Payable (A/P)</b>	<b>\$0.00</b>
Credit Card	
2150 Visa Card-Collabria	352.94
<b>Total Credit Card</b>	<b>\$352.94</b>
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	-3,028.16
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	0.00
<b>Total 2340 Payroll Liabilities</b>	<b>0.00</b>
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
<b>Total Current Liabilities</b>	<b>\$82,143.04</b>
<b>Total Liabilities</b>	<b>\$82,143.04</b>
Equity	
Retained Earnings	210,641.15
Profit for the year	-25,793.92
<b>Total Equity</b>	<b>\$184,847.23</b>
<b>Total Liabilities and Equity</b>	<b>\$266,990.27</b>

# Travel Drumheller Marketing Association

## Profit and Loss

January 1 - May 5, 2021

	TOTAL
<b>INCOME</b>	
4023 Grants	62,750.00
4100 Partnership Agreement	1,610.00
4300 Destination Marketing Fees	2,530.26
<b>Total Income</b>	<b>\$66,890.26</b>
<b>GROSS PROFIT</b>	
	<b>\$66,890.26</b>
<b>EXPENSES</b>	
5010 Vacation Guide Expenses	6,663.33
5020 Marketing Projects Expense	375.00
5600 Marketing Initiatives	51,560.00
5610 Accounting & Legal	2,540.00
5615 Advertising & Promotions	2,312.00
5625 Business Fees & Licenses	43.50
5670 Fees and Dues	1,500.00
5690 Interest & Bank Charges	5.61
5700 Office Supplies	257.24
5740 Meeting Cost	193.00
5750 Realized Exchange Gain/Loss	1,375.82
5780 Telephone	451.09
5790 Office Rent	1,600.00
5794 Executive Director Wages	22,781.10
<b>Total Expenses</b>	<b>\$91,657.69</b>
<b>OTHER INCOME</b>	
4440 Interest Revenue	115.23
<b>Total Other Income</b>	<b>\$115.23</b>
<b>OTHER EXPENSES</b>	
5800 Other Miscellaneous Expense	324.00
5870 Expenses for Ambassador	817.72
<b>Total Other Expenses</b>	<b>\$1,141.72</b>
<b>PROFIT</b>	<b>\$ -25,793.92</b>

# Travel Drumheller Marketing Association

## A/R Aging Summary

As of May 5, 2021

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Community Futures Big Country-Customer			10,000.00			\$10,000.00
HCN Lifestyle Inc.				99.75		\$99.75
Natural Light Images		99.75				\$99.75
Travel Alberta				32,750.00		\$32,750.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$99.75</b>	<b>\$10,000.00</b>	<b>\$32,849.75</b>	<b>\$0.00</b>	<b>\$42,949.50</b>

# Travel Drumheller Marketing Association

Budget vs. Actuals: 2021 Budget - FY21 P&L

January - December 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
4023 Grants	77,200.00	70,000.00	7,200.00	110.29 %
4100 Partnership Agreement	1,610.00	4,000.00	-2,390.00	40.25 %
4200 Revenue		65,000.00	-65,000.00	
4210 Deferred Grant Revenue		70,000.00	-70,000.00	
4300 Destination Marketing Fees	2,530.26	55,000.00	-52,469.74	4.60 %
<b>Total Income</b>	<b>\$81,340.26</b>	<b>\$264,000.00</b>	<b>\$ -182,659.74</b>	<b>30.81 %</b>
<b>GROSS PROFIT</b>	<b>\$81,340.26</b>	<b>\$264,000.00</b>	<b>\$ -182,659.74</b>	<b>30.81 %</b>
<b>Expenses</b>				
5010 Vacation Guide Expenses	6,663.33	15,000.00	-8,336.67	44.42 %
5020 Marketing Projects Expense	50,950.00	126,450.00	-75,500.00	40.29 %
5025 Travel Expense		1,000.00	-1,000.00	
5033 Reserves		10,000.00	-10,000.00	
5034 Job Fair Expenses		3,000.00	-3,000.00	
5190 Subcontracts	22,781.10	85,000.00	-62,218.90	26.80 %
5420 EI Expense		500.00	-500.00	
5430 CPP Expense		1,000.00	-1,000.00	
5440 WCB Expense		500.00	-500.00	
5600 Marketing Initiatives	985.00		985.00	
5610 Accounting & Legal	2,540.00	5,000.00	-2,460.00	50.80 %
5615 Advertising & Promotions	2,972.00	15,000.00	-12,028.00	19.81 %
5625 Business Fees & Licenses	58.00	250.00	-192.00	23.20 %
5640 Courier & Postage		2,000.00	-2,000.00	
5670 Fees and Dues	1,500.00		1,500.00	
5685 Insurance		3,000.00	-3,000.00	
5690 Interest & Bank Charges	5.61	45.00	-39.39	12.47 %
5700 Office Supplies	257.24	150.00	107.24	171.49 %
5740 Meeting Cost	193.00	500.00	-307.00	38.60 %
5750 Realized Exchange Gain/Loss	1,375.82		1,375.82	
5780 Telephone	451.09	800.00	-348.91	56.39 %
5790 Office Rent	2,000.00	4,800.00	-2,800.00	41.67 %
5880 Strategic Planning		10,000.00	-10,000.00	
5895 Meals		500.00	-500.00	
5900 Payroll Expenses		30,000.00	-30,000.00	
<b>Total Expenses</b>	<b>\$92,732.19</b>	<b>\$314,495.00</b>	<b>\$ -221,762.81</b>	<b>29.49 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -11,391.93</b>	<b>\$ -50,495.00</b>	<b>\$39,103.07</b>	<b>22.56 %</b>
<b>Other Income</b>				
4440 Interest Revenue	120.66	500.00	-379.34	24.13 %
4990 Transferred from Trust Fund		50,000.00	-50,000.00	
<b>Total Other Income</b>	<b>\$120.66</b>	<b>\$50,500.00</b>	<b>\$ -50,379.34</b>	<b>0.24 %</b>
<b>Other Expenses</b>				
5800 Other Miscellaneous Expense	324.00		324.00	
5870 Expenses for Ambassador	817.72		817.72	
<b>Total Other Expenses</b>	<b>\$1,141.72</b>	<b>\$0.00</b>	<b>\$1,141.72</b>	<b>0.00%</b>
<b>NET OTHER INCOME</b>	<b>\$ -1,021.06</b>	<b>\$50,500.00</b>	<b>\$ -51,521.06</b>	<b>-2.02 %</b>

# Travel Drumheller Marketing Association

Budget vs. Actuals: 2021 Budget - FY21 P&L

January - December 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
NET INCOME	<b>\$ -12,412.99</b>	<b>\$5.00</b>	<b>\$ -12,417.99</b>	<b>-248,259.80 %</b>





Travel Drumheller  
 Executive Director Progress Report  
 May 2021

Key Performance Indicators	March	April	May	June
<b>Expanding Travel Drumheller's funding diversity and amounts by 30+%</b>	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	If you look at the grant line we are already at the target we set for the entire 2021	
<b>Initiating DMF agreements with at least 4 new partners, and all existing DMF agreements renewed (if possible)</b>	Canalta have signed the agreement as have Travelodge.	Same as March	I have received signed copies of the DMF agreements from Canalta, Travel lodge and Quality Inn	
<b>2021 Guide is produced on budget + time and has sold 100% of ad space</b>	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 <sup>st</sup> .	The Guide went live May 5 <sup>th</sup>	

<b>Key Performance Indicators</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<b>An updated strategic plan, annual report and marketing plan is produced</b>	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		
<b>Ambassador program is successfully implemented for 2021 season</b>	The job ads are out. An agreement has been made with Kneehill County to host Ambassadors at Horseshoe Canyon.		One Ambassador has been hired will start on May 20	
<b>Formation of relationships with key DMOs across Alberta (meetings, correspondence, etc)</b>		Have had a phone conversation with Go East Edmonton who are keen to work on advocacy work for rural DMOs.		
<b>Improving Travel Drumheller's relationships with current contributors to the DMF</b>	Working with Travel lodge to create ad for Guide	Sent ¼ catch up email last week.		
<b>Developing a plan to recruit more members and the updating of DMF agreements</b>				
<b>Improving stakeholder relations within Drumheller, the Drumheller region and with other organizations such as Travel Alberta</b>	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	Am presenting a joint training session on ATIS on 27 May with Travel Alberta, Kneehill and Wheatland	

	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		
<b>Investigating other sources of income in addition to the DMF</b>	Travel Alberta have stepped up their funding. Travel Drumheller will be receiving \$10,000 for the Drum Discovery program.			
<b>Building relationships with the campgrounds in the region</b>				
<b>Developing the partnership program</b>				
<b>Offering marketing support to partners and other tourism businesses</b>	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 <sup>st</sup> April has large number of bookings, Are looking to create an RFP to capture content of businesses funded by the Coop grant.	The Travel Alberta Coop grant included money to fund shoots at businesses to create social content and hosting The ATIS training session	
<b>Managing the Ambassador program</b>	Jobs advertised	Posting has closed will be interviewing in the next few weeks.	The first Amabassador has been hired she starts on May 20 and her schedule has been	

			created. If you have events you would like her to attend let me know	
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**Other Updates:**

The Travel Alberta Coop grant application was submitted on April 29<sup>th</sup>. It asked for \$108,000 we can only make one application per year. Predominantly for asset creation the Loknow campaign and a part time social media position from August.

I had a meeting with MLA Nate Horner on April 29<sup>th</sup>. We discussed provincial parks, sustainable funding for DMOs, and current restrictions for museums and the lack of financial support.

Ewan Macfadden will be starting on Monday May 9<sup>th</sup> at the Chamber of commerce. Heather and I are working on the content to be created. He will be working with me ½ a day to help with scheduling and sorting out some content on the back end of the website.

There will hopefully be an online pilot of the customer care session for Drum Discovery in June. If people would like to send their staff or attend themselves please let me know.

I have written a culture days grant which includes events at the Badlands Amp, the downtown plaza and the East Coulee school museum. It is for September 25<sup>th</sup>.