



Travel Drumheller

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

1	Call Meeting to Order
2	Approval of Agenda
3	Approval of Minutes Feb 10 2021
4	Financial Report Motion: The Board approves the financial report Discussion on 1% funds
5	Town of Drumheller Report <ul style="list-style-type: none">• Drumheller Municipal Airport – Tour with TOD & TD• BCF reopening• Lunch n Learns with Chamber (Drumheller.ca and tenders)• RCMP initiatives and priority survey• Social Media and Marketing Coordinator – Bret• Community Events Coordinator – Karen
6	ED Report
7	Unfinished Business <ul style="list-style-type: none">• 2021 Guide update• Strategic Planning• Marketing Campaigns Update• DMF Update
8	Discussion Items
9	In Camera
10	Adjournment
11	Next meeting Wednesday April 14 2021 10am



Travel Drumheller

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

MINUTES:

Present: E. Crocker C. Hughes B. Steeves T. Vyvey D. Dekeyser E. Secord
 D. Schinnour R. Semchuk S. Newstead H. Little J. Fielding C. Serada

Absent: V, Neudorf

1. Call to Order

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

2. Approval of Agenda

Approval of meeting Agenda

Motion: T. Vyvey

Second: B. Steeves

3. Approval of Minutes of Jan.27,2021 meeting

Motion: S. Newstead

Second: T. Vyvey

4. Financial Report

- Presentation of financial report by Barb Steeves
\$4.75 was written off for Rosebud. GST related
Discussion on Dinosaur suits and computers to be written off.

Motion to approve the financials

Motion: S. Newstead

Second: D. Schinnour

The Board approves the 2021 budget as presented: Tabled

J. Fielding to redo the 2021 budgets and online voting.

Lower the DMF revenue by \$10,000.00 and the strategic planning down to \$10,000.00

C. Hughes, R. Semchuk, B. Steeves and S. Newstead to meet on the DMF fund

5. Town Report: Erica Crocker

February 1, 2021 Town of Drumheller Launched their new website. They used Travel Drumheller photos. If there are any attractions or businesses missing please let her know. Maps for trails will be completed on the website in a week. Karen and Julia will work together.

6. ED Report: Julia Fielding

See attached report from February 10, 2021 board package.
Set up meetings for the ambassadors
Drumlife changing name to Drum Discovery.
CTV campaign for Royal Tyrrell Museum set for March

7. Unfinished Business

- 2021 Guide update

People are thrilled about the new idea.
One advertiser has asked for design help.
Some articles are ready.
Talking to Kimberley on the designs.
Ryan suggested to ask the Chamber to blast about the partnership in their newsletter.

- Strategic Planning

J. Fielding reported that she reached out to 5 companies and received one quote back from Stormy Lake. H. Little suggested we carry on. R. Semchuk would like to meet in person if possible.

- Draft 2021 Marketing Plan

See attached report.
Approval from the board and marketing team.
Marketing budget lines to match the 2021 budget.

Motion: E Crocker

Second: B. Steeves

- Marketing Campaigns Update

Meeting with Loknow to get the message for uncover wonder to the website using last winter photos.

DMF

C. Hughes and R. Semchuk met with Tanya from the Travelodge. They agreed with the 3% as long they are treated fairly.

J. Fielding to follow up with the Travelodge.

AGM

Ascend finishing the financials for yearend.
Looking at online if we can't meet in person.
Meeting set for April 15th,2021.

Motion: S. Newstead

Second: B. Steeves

9. Discussion Items: Trail on the berms.
Discussion on the trails and winter activities.

9. Adjournment

- R. Semchuk adjourned the meeting at: 11:44 am

Next board meeting: **Wednesday March 10, 2021 10am**Signed by:

R. Semchuk

Travel Drumheller Marketing Association

Balance Sheet

As of March 4, 2021

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	113,496.98
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	\$235,147.94
Accounts Receivable (A/R)	
1200 Accounts Receivable	4.75
Total Accounts Receivable (A/R)	\$4.75
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	\$236,966.14
Non-current Assets	
Property, plant and equipment	
1805 Dinosaur Suits	7,140.71
1807 Accum Amort - Dinosaur Suits	-5,814.68
Total 1805 Dinosaur Suits	1,326.03
1820 Office Furniture & Equipment	
1905 Computer Hardware	2,190.35
1906 Accum Amort - Computer	-913.03
Total 1905 Computer Hardware	1,277.32
Total Property, plant and equipment	\$2,603.35
Total Non Current Assets	\$2,603.35
Total Assets	\$239,569.49

Travel Drumheller Marketing Association

Balance Sheet

As of March 4, 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	546.52
Total Credit Card	\$546.52
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	0.00
2315 GST/HST Paid on Purchases	0.00
2335 GST/HST Payable	-7,200.80
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	\$78,168.73
Total Liabilities	\$78,168.73
Equity	
Retained Earnings	210,641.15
Profit for the year	-49,240.39
Total Equity	\$161,400.76
Total Liabilities and Equity	\$239,569.49

Travel Drumheller Marketing Association

Profit and Loss

January 1 - March 4, 2021

	TOTAL
INCOME	
4100 Partnership Agreement	380.00
4300 Destination Marketing Fees	1,358.23
Total Income	\$1,738.23
GROSS PROFIT	
	\$1,738.23
EXPENSES	
5010 Vacation Guide Expenses	1,000.00
5020 Marketing Projects Expense	75.00
5600 Marketing Initiatives	25,575.00
5610 Accounting & Legal	200.00
5625 Business Fees & Licenses	14.50
5690 Interest & Bank Charges	1.77
5700 Office Supplies	67.27
5780 Telephone	146.36
5790 Office Rent	800.00
Executive Director Wages	22,781.10
Total Expenses	\$50,661.00
OTHER INCOME	
4440 Interest Revenue	6.38
Total Other Income	\$6.38
OTHER EXPENSES	
5800 Other Miscellaneous Expense	324.00
Total Other Expenses	\$324.00
PROFIT	\$ -49,240.39



Travel Drumheller
 Executive Director Progress Report
 March 2021

Key Performance Indicators	December	January	February	March
Expanding Travel Drumheller's funding diversity and amounts by 30+%	Meeting with Community Futures to discuss some project funding	Met with Community Futures they will fund DrumLife project to help with customer care	We have received \$20,000 towards operational costs from Travel Alberta	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
Initiating DMF agreements with at least 4 new partners, and all existing DMF agreements renewed (if possible)	DMF document has been approved. I am working on a schedule and starting to reach out to partners to sign the document.	Meetings with DMF partners being scheduled	Meeting held with Travel Lodge and they will sign the new agreement	Canalta have signed the agreement as have Travelodge.
2021 Guide is produced on budget + time and has sold 100% of ad space	See another proposal in the meeting package	The writer has been contracted as has the designer. The ad sales guide is ready and meetings are being set up.	Sales are on going	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

Key Performance Indicators	December	January	February	March
An updated strategic plan, annual report and marketing plan is produced	The draft marketing plan is in the package, the strategic plan will be discussed at the Board meeting and the annual report is in progress and will be completed shortly.	The strategic plan will be discussed in the meeting, a second draft of the marketing plan has been written.		The 2021 marketing plan is approved, The Annual review is complete the strategic plan is part of the discussion this meeting.
Ambassador program is successfully implemented for 2021 season	Need to work with Debbie and Sarah to start the planning of the 2021 season and get ready to start the recruitment process in early 2021.	A meeting has been scheduled for the end of January.		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)				
Improving Travel Drumheller's relationships with current contributors to the DMF	Same as November		Phone meeting with Travel Lodge.	Working with Travel lodge to create ad for Guide
Developing a plan to recruit more members and the updating of DMF agreements	Agreement is updated. Will work on a plan to recruit more members in the new year.	Meetings scheduled		
Improving stakeholder relations within Drumheller, the Drumheller region and with other organizations such as	Presenting at the Drumheller and District Chamber of Commerce on 10th	Meeting with Mark Nikota of Cactus Corridor on Jan 20. Hosting a winter		Have had numerous meetings with Community Futures WR, Wheatland County

<p>Travel Alberta</p>	<p>Dec and will look at presenting to town council in January. Had a phone discussion with Blackfoot Crossing and they are very interested in working with us. We will be having a meeting in January to discuss ideas had phone meeting with Alexis Nelson and Dawn Rosa of the Arts centre in Rosedale about support the development of the arts centre.</p>	<p>experiences discussion with TA, the gvn and the town of Drumheller.</p>		<p>and Kneehill County on joint marketing, itineraries and training programs.</p>
<p>Investigating other sources of income in addition to the DMF</p>	<p>I am going to work with the new Community Development officer at the Town to look at possible funds for Drumlife whic we aim to be a similar program to Banff Life https://banff.ca/866/BanffLIFE I have found potential funding through the province</p>	<p>Community Futures will be funding this program.</p>		<p>Travel Alberta have stepped up their funding. Travel Drumheller will be receiving \$10,000 for the Drum Discovery program.</p>
<p>Building relationships with the campgrounds in the region</p>				

Developing the partnership program				
Offering marketing support to partners and other tourism businesses	In partnership with the town and the chamber we are hosting Instagram takeovers the week of Dec 7th have had 4 businesses sign up.	The IG takeover worked really well and we will be doing another one for restaurants in January/February.		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
Managing the Ambassador program		Meeting at the end of January. Have funding from Alberta Chambers for a social media post for one Ambassador.		Jobs advertised

Other Updates:

We are meeting with LoKnow on Wed 10 to discuss the rest of the winter campaign.

A digital Harvest scheduled for February was postponed. The funds have been transferred to have Harvest take place from April through to September- the cost for harvest has been greatly reduced. Ryan and I have been through the locations and made a number of additions.

A meeting about shoulder season and winter experience development took place on February 26 Travel Alberta and the gvn were very keen to see this product be developed. I have followed up with Infrastructure Services asking for details of exactly they will be able to do prior to next fall.

Drum Discovery is going in leaps and bounds with a great logo designed. The first session will take place the first week of June. This will be an introduction to Drumheller and the facilities and supports here as well as 2 hours of customer care training. Participants will receive a goody bag with coupons for local attractions and there will be a Fam tour. Participants will receive a toque and tshirt once the program has been completed.