



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

Thursday April 14th 2022 @ 5:00pm

1	Call Meeting to Order
2	Approval of Agenda
3	Approval of Minutes March 9 2022
4	Financial Report Motion: The Board approves the financial report
5	Town of Drumheller Report
6	ED Report
7	Unfinished Business Website redevelopment
8	Discussion Items
10	In Camera
11	Adjournment
12	Next meeting Wednesday May 11 th 10am



Travel Drumheller

Travel Drumheller Marketing Association

Wednesday, March 9, 2022

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

MINUTES

Present in person: R. Semchuk, T. Vyvey, D. Schinnour, H. Little, J. Fielding, B. Steeves

Present by Zoom: V. Neudorf, D. Dekeyser, E. Secord R. Johnston, (arrived late)

C. Sereda (arrived late)

Absent: C. Hughes

1. Call to Order

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

2. Approval of Agenda:

Motion by S. Newstead/ V. Neudorf that the agenda be approved.

Carried

3. Approval of Minutes of February 9, 2022

Adjust minutes to read that V. Neudorf arrived late to the meeting.

Motion by B. Steeves / T. Vyvey that the minutes of February 9, 2022 be approved.

Carried

4. Financial Report

- Presentation of financial report by B. Steeves.
See attached financial report.
Money still to come from Travel Alberta.
R. Semchuk, B. Steeves and J. Fielding to sign financials at Ascend.
GST amount \$11,657.00.
The 1% left has been moved.
Moved \$10,000.00 to the trust fund.

Motion to approve the financials

Motion by D. Schinnour / T. Vyvey to approve the financials.

Carried

5. Town of Drumheller Report by R. Johnston

No report from R. Johnston

On March 14, 2022 J. Fielding and R. Johnston will be presenting a draft copy for extending the season to Town council.

R. Semchuk discussed the housing study the Town is doing.

H. Little informed the board that the Town will not renew the contract with the curling club at the end of June 2022. There will be a meeting held April 7, 2022 for anyone who would like to attend.

6. ED Report: by J. Fielding

See attached notes in the board package.

Job Fair goes March 31, 2022 at the Badlands Community Facility.

The social on March 10, 2022 from 5 pm - 7 pm will be held at Pearl and Hart.

The Drumheller Mail will be printing 30,000 copies of the small foldable map.

7. Unfinished Business

Travel Alberta Conference:

As discussed at the last board meeting there is no money to sponsor the Travel Alberta Conference.

R. Semchuk, S. Newstead, J. Fielding and V. Neudorf will attend the Travel Alberta Conference in Banff.

R. Semchuk has blocked rooms off at Canalta Banff Lodge.

2022 – 2025 Strategic Plan:

J. Fielding will have the executive review and send it to the board before the AGM.

Motion by B. Steeves / T. Vyvey to accept the Strategic Plan. Carried

2022 Marketing Plan

J. Fielding will send the marketing plan to Andi Dziliams from Travel Alberta.

Motion by T. Vyvey / S. Newstead to approve the 2022 Marketing Plan. Carried

The 2022 Travel Guide is almost sold out.

The cost of printing less guides would be \$12,000.00 - \$25,000.00

AGM - presentation April 14, 2022 6 pm

J. Fielding reported that there are five 3-year Director terms available.

Election could be held.

There will be a link on the website

Looking at getting Travel Alberta to do a presentation.

R. Semchuk thanked D. Dekeyser and H. Little for the years they served as a director for Travel Drumheller.

Tourism Excellence Award

We have received 5 nominations.

Date for the awards is June 9,2022 at the BCF.

R. Semchuk suggested we book a table.

R. Semchuk or S. Newstead will present the award.

Discussion on the award and the decision is to go with T. Vyvey's idea of a local artist's painting of the valley.

8. Discussion Items

Destination Development Plan

RFP has been written.

J. Fielding will start advertising for staff.

Board Code of Conduct Document

Travel Drumheller needs engagement from all the board members.

R. Semchuk suggests working with sub committees again.

All board members are to sign the Code of Conduct document and send to J. Fielding

The board needs to help J. Fielding when needed.

**Motion by S. Newstead / T. Vyvey to approve the updated Board of Conduct document.
Carried**

Website redevelopment

J. Fielding and Michele are working on quotes from 2 companies

Strong Coffee - \$13,000.00. J. Fielding to go back to Strong Coffee and get a quote for redo.

Non-Fiction redesign \$10,000.00 or redo \$35,000.00.

9. Adjournment: R. Semchuk adjourned at 11:33

Next board meeting: **Thursday April 14,2022 at 5 pm**

Signed by:

R. Semchuk

Travel Drumheller Marketing Association

Balance Sheet
As of April 6, 2022

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	101,542.98
1065 CCU Common Shares	6.82
1070 High Interest Savings Account **4395	20,042.11
1080 High Interest Savings Account **4494	117,261.99
2035 DMF Trust account	0.00
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$238,854.90
Accounts Receivable (A/R)	
1200 Accounts Receivable	0.00
Total Accounts Receivable (A/R)	\$0.00
1220 Employee Cash Advances	
1225 Employee Cash Advance Repayment	0.00
Total 1220 Employee Cash Advances	0.00
1320 Prepaid Expenses	1,876.20
Total Current Assets	\$240,731.10
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	6,743.88
1906 Accum Amort - Computer	-779.86
Total 1905 Computer Hardware	5,964.02
Total Property, plant and equipment	\$5,964.02
Total Non Current Assets	\$5,964.02
Total Assets	\$246,695.12

Travel Drumheller Marketing Association

Balance Sheet
As of April 6, 2022

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	-3,799.94
Total Accounts Payable (A/P)	\$ -3,799.94
Credit Card	
2150 Visa Card-Collabria	-592.84
Total Credit Card	\$ -592.84
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	-3,702.67
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	83,438.54
Total Current Liabilities	\$77,333.09
Total Liabilities	\$77,333.09
Equity	
Retained Earnings	251,712.47
Profit for the year	-82,350.44
Total Equity	\$169,362.03
Total Liabilities and Equity	\$246,695.12

Travel Drumheller Marketing Association

Profit and Loss

January 1 - April 6, 2022

	TOTAL
INCOME	
4023 Grants	19,000.00
4030 Vacation Guide Revenue	7,642.38
4100 Partnership Agreement	1,080.00
Total Income	\$27,722.38
GROSS PROFIT	\$27,722.38
EXPENSES	
5010 Vacation Guide Expenses	3,420.00
5020 Marketing Projects Expense	43,111.99
5025 Travel Expense	622.34
5190 Subcontracts	9,247.00
5440 WCB Expense	200.00
5480 Commissions	1,000.00
5600 Marketing Initiatives	25,575.00
5610 Accounting & Legal	2,377.50
5615 Advertising & Promotions	1,279.00
5617 Sponsorship	20,000.00
5625 Business Fees & Licenses	43.50
5635 Socials	500.00
5690 Interest & Bank Charges	5.00
5700 Office Supplies	1,196.07
5790 Office Rent	1,600.00
Total Expenses	\$110,177.40
OTHER INCOME	
4440 Interest Revenue	104.58
Total Other Income	\$104.58
PROFIT	\$ -82,350.44

Travel Drumheller Marketing Association

A/P Aging Summary

As of April 6, 2022

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Stingray Radio Inc.		-3,799.94				\$ -3,799.94
TOTAL	\$0.00	\$ -3,799.94	\$0.00	\$0.00	\$0.00	\$ -3,799.94



Travel Drumheller
 Executive Director Progress Report
 April 2022

Key Performance Indicators	March- April
<p>Expanding Travel Drumheller's funding diversity and amounts by 30+%</p>	<p>Prairies Can Funding successful Travel Alberta Operating support received Travel Alberta will be giving us a grant related to our Marketing Plan and so I do not need to apply for Coop Funding. They will also fund destination development and so training in Destination Development for the ED and support of events such as paying for additional entertainment at Festival of Lights.</p>
<p>2022 Guide is produced on budget + time and has sold 100% of ad space</p>	<p>Mountain View printers have been booked, the design will be sent to them on April 21 and it takes 3 weeks to be printed. We will put the final design up on the website on April 25th.</p>
<p>Improving stakeholder relations within Drumheller, the Drumheller region and with other organizations such as Travel Alberta</p>	<p>Will be hosting the Travel Alberta Town Hall in May. 112 businesses completed the business survey. We have had the draft report presented to us and once I receive the final copy I will send it out to you all. As expected most businesses shared concerns for hiring people with the required qualifications and the seasonality of the area. 15 businesses attended the job Fair and 140 potential employees attended as well. Drum Discovery will take place on May 24 and 25. The flier is attached to the board package please share widely. Radio ads start next week. Heather Carlson will be going to businesses to promote the program.</p>
<p>Investigating other sources of income in addition to the DMF</p>	

Building relationships with the campgrounds in the region	Need to revisit the campground program to have the design ready for the Travel Alberta Coop funding.
Offering marketing support to partners and other tourism businesses	Interviewing for the marketing position Tuesday April 12 th
Managing the Ambassador program	Have two potential Ambassadors

Other Updates:

Quality Inn funds- A Curiosity Campaign will be live the last week of April and first week of May. It includes a contest for a stay in Drumheller with an emphasis on local experiences such as Black Mountain coffee shop valley brewing and charcuterie.

Influencers We are working with 3 influencers over the next few months- a family (lifloveabroad) will be RVing on June 10th, Can Do Canada will be here at the end of August and the Red and White adventures will be early Sept

Crowdriff This is progressing, we have set up # to follow, messages for collecting User Generated Content and have created a number of folders.

Jurassic World Campaign Elaine and I are working with the production crew at Travel Alberta to create a 15 sec ad to be broadcast in Cineplex movie theatres before Jurassic World is shown. We will also make this content part of the Loknow campaign, It will be an ad about the Tyrrell and will direct people to the RTM website. There will be an event at the plaza and the Napier on June 10th linked with the first night of the movie in Drumheller. The production is being paid for by TA and the movie ads will be covered with the TA grant funding.

Website There are three quotes for updates and overhaul of the website. These are attached to the meeting package. I would like to make a decision today at the meeting so we get things moving. This will be paid for via the TA funding.

2022 Website Redevelopment

We had three proposals for the website. The current website can get confusing in the back end as we get lost as to where articles can be found we also need to increase the seasonal feel of the site. It has a number of styles on different pages and it feels like we do something new and it just gets added on rather than integrated into the whole site. The industry page which is becoming more and more important is difficult to manage and I cannot create direct links to the pieces such as the job Fair and AGM. We need to have a website which looks like we are an iconic destination.

Nonfiction

Revamp

Given we are working with existing website, keeping existing look and feel, and not rebuilding from scratch - but rather focusing on the above improvements - our quote for these items would come in at \$13,500, however we are prepared to complete these within the previously mentioned budget of **\$10,000**.

New site

that quote would come in at **\$35,000**. We would be prepared to complete the project for **\$25,000** and collect this amount in monthly instalments (as opposed to our standards payment schedule of 50% / 25% / 25%) to make this more palatable to your team.

Their other sites

Hospitality and tourism related:

<https://southcanadianrockies.ca/>

<https://indigenoustourismalberta.ca/>

<https://canaltahotels.com/>

<https://www.redarrow.ca/>

<https://www.macdonaldisland.ca/>

<https://prairiesprinterinc.ca/>

Others:

<https://www.alarisequitypartners.com/>

<https://www.orchardsra.com/>

<https://www.paramountres.com/>

<https://www.resverlogix.com/>

Strong Coffee

This would be a cost of \$15,000 for a new site. The details are attached

The logo for Strong Coffee Marketing is centered in the upper half of the page. It consists of a black square with a white border. Inside the square, the words "STRONG" and "COFFEE" are stacked vertically in a bold, white, sans-serif font. Below "COFFEE", the word "MARKETING" is written in a smaller, white, sans-serif font.

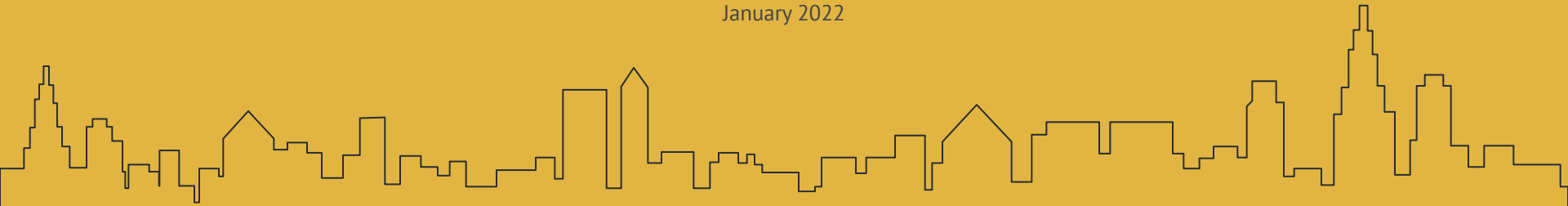
**STRONG
COFFEE**
MARKETING

WEBSITE DEVELOPMENT PROPOSAL

Travel Drumheller

Julia Fielding

January 2022



WEBSITE PROPOSAL

Wordpress Development

CONTENT MANAGEMENT SYSTEM

Providing flexibility and customization



We recommend utilizing the [WordPress](#) content management system (CMS) for this website development project.

WordPress is one of the most popular platforms available. With the ability to accommodate all budget sizes, this open-source CMS also provides developers (and website owners) to customize and modify their site to their heart's content with regards to both design and content.

Although the WordPress community offers templates that designers and developers can use, our team prefers to build from the ground up. We take your approved design and build it from a basic backend and then modify it while keeping in mind that you will want the ability to update content on your own (without delay).

WEBSITE HOSTING

Providing security and reliability

We recommend hosting services provided by [WP Engine](#) because of its security, reliability and performance dedication to WordPress-based websites.

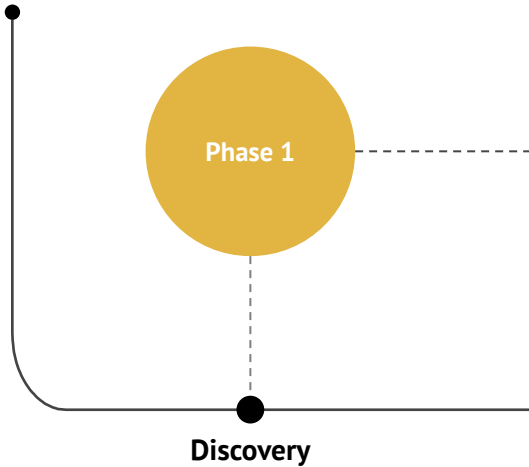


WP Engine offers various plans and price points supported by customer service that is second-to-none. We have been working with WP Engine since 2016 and both our clients and web development team have enjoyed the hosting service for numerous reasons.

This host provider is based out of Austin, Texas but has data centres in Canada (Montreal), USA and seven other countries. WP Engine data centres are housed by Google and Amazon Web Services.

WEBSITE DEVELOPMENT

Our process for building you the best website possible

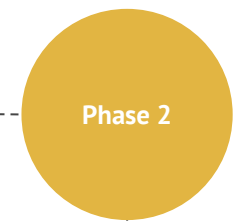


The Discovery Phase will define the objectives and scope of the project. The following areas will be discussed with the client:

- **Objectives** - The objectives of the new website should be defined, including a general strategy and concept of why it should exist.
- **Research, Data & Analytics** - This information will provide a baseline of what your current visitation profiles and characteristics are. We will also take a look into your industry and competitive landscape.
- **Features & Functionality** - The site's features and functionalities will serve your audiences to ultimately engage with and convert them. These will be defined during this phase.
- **Information Architecture** - Following the above considerations, we will start mapping the IA/website navigation structure to your new site.

Following Discovery, we will commence with the new website's navigation and design. This will incorporate the site strategy and concept defined in Discovery and will result in the delivery of some client deliverables:

- **Site Map & Navigation** - Creation of the new site map to illustrate navigation and emphasis on key sections.
- **Branding Application** - If your company has a branding guide, we will utilize its elements to be incorporated into the new design.
- **Design Mockups** - Developing website component models will lead to full structural designs of the new website. This will result in static comps (visual representations) produced for client approval.



Website Design

Following the website design phase, we will proceed with development and coding of the new website:

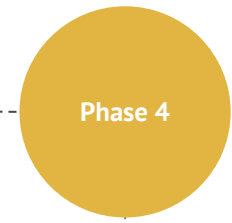
- **Staging Environment** - Development of the new site will be in a staging/production environment. The client will have secure access to this environment once the majority of the build is complete.
- **Design Application** - The approved website design will be applied and integrated into the new site.
- **Functionality Development** - Any unique features and functionality of the new website will be developed and partially tested during this phase. Final testing will be during the Testing & Launch phase.
- **Plugin Integration** - Plugins will be installed and customized according to website/client needs. Client accounts for plugins will be setup for client takeover (ie. for license renewals).



Website Development

Following the website design and development phases, content becomes a focus to ensure the new site is communicating to audiences effectively. The following is required to ensure content is working in tandem with the previous phases:

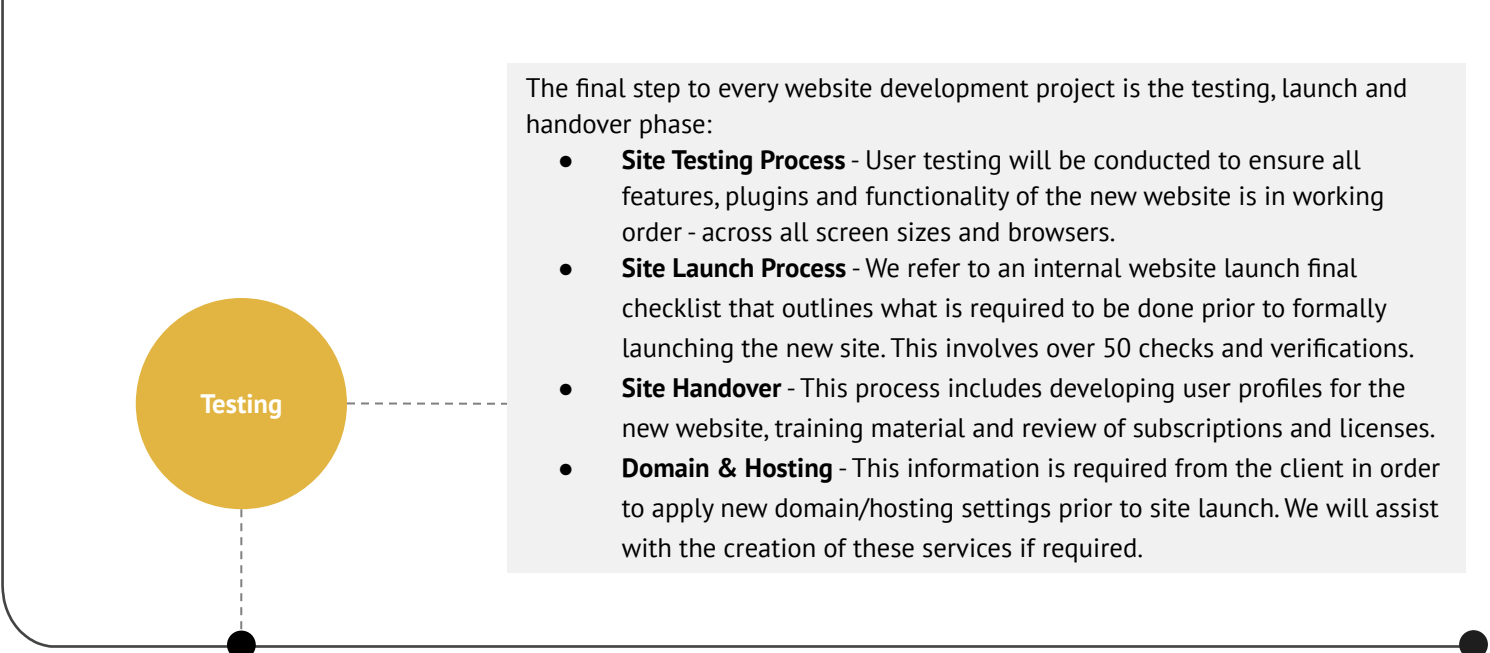
- **Content Migration** - If an applicable current (or previous) site exists, content provided by the client will be transferred into the new website. We will work to identify any content gaps and make recommendations on how to fulfil them.
- **Content Creation** - If required, we can compose new content based on the new website's strategy. The client may be required to provide new imagery and/or video for the new website. These content needs will be discussed ahead of time.
- **Content Categorization & Formatting** - Content will be placed onto the new site based on its components and design. The new site structure will guide where content will be applied and customized.
- **SEO Work** - Basic search engine optimization will be applied to the new website including title tags, meta tags, image descriptions, etc.



Content Application

The final step to every website development project is the testing, launch and handover phase:

- **Site Testing Process** - User testing will be conducted to ensure all features, plugins and functionality of the new website is in working order - across all screen sizes and browsers.
- **Site Launch Process** - We refer to an internal website launch final checklist that outlines what is required to be done prior to formally launching the new site. This involves over 50 checks and verifications.
- **Site Handover** - This process includes developing user profiles for the new website, training material and review of subscriptions and licenses.
- **Domain & Hosting** - This information is required from the client in order to apply new domain/hosting settings prior to site launch. We will assist with the creation of these services if required.



POST-LAUNCH MANAGEMENT

Website Maintenance

WEBSITE MANAGEMENT & SUPPORT

Optional and recommended maintenance (post-launch)

Security Updates & Backups

WordPress is an open-source CMS and is updated on a regular basis for increased functionality and to patch security holes. It is suggested that one to two times per year the WordPress and theme versions are updated and the website/database is backed up.

Strategy Optimization & Design Modifications

We will be available to assist with web strategy development, ongoing website optimization services and website design modifications.

1

2

3

4

License, Domain & Hosting Fees

Some WordPress plugins and tools require annual license/subscription fees. Annual domain, hosting and SSL fees are also necessary.

Ongoing Maintenance & Support

We will be available to handle regular monthly maintenance tasks at an hourly rate. Monthly maintenance tasks could include:

- Performing WordPress CMS, theme and plugin updates
- Troubleshooting website issues as required
- Assisting in content updates when necessary
- Assessing and fixing website vulnerabilities as they arise

PROJECT INVESTMENT

Budget, fees and options

BUDGET SUMMARY

Website development and key components

WEBSITE DEVELOPMENT - SERVICE COMPONENT	HOURS	INVESTMENT	WEBSITE DEVELOPMENT - SERVICE COMPONENT	HOURS
Phase 1 - Discovery & Project Management			Phase 3 - Website Development - Directory Options	
- Project Kick-Off, PM, Research/Planning	16	\$2,000.00	<ul style="list-style-type: none"> Option A: GeoDirectory Tool Integration <ul style="list-style-type: none"> Installation and Customization ~20 Annual License Fee \$199 USD/a Option B: Custom Directory Build <ul style="list-style-type: none"> Development & Deployment ~50 Periodic Maintenance As Required 	
Phase 2 - Website Design				
- 2 Design/Layout Concepts				
- Supplemental Design Mockups (One experience hub)	12 3	\$1,500.00 \$375.00		
Phase 3 - Website Development				
- Development & Coding (Core)	42	\$5,250.00		
- Directory Development Considerations & Options	TBD	Separate		
Phase 4 - Content Application & SEO				
- Content Migration (from previous site)				
- Includes custom "experience hubs"	20	\$2,500.00		
Testing, Launch, Handover & Training	16	\$2,000.00		
WEBSITE DEVELOPMENT [NOT INCL. DIRECTORY]	109	\$13,625.00		
<i>Contingency 10% (If Required)</i>	11	\$1,362.50		

Notes:

- Above estimates are based on current scope and understanding of the project but may change upon further discussion/future direction.
- Three instalment payments over duration of project; plus applicable sales tax to all above items.

BUDGET SUMMARY

Website peripherals and maintenance (optional)

WEBSITE MANAGEMENT - SERVICE COMPONENT	FREQUENCY	ESTIMATE
Domain & Hosting Management		
- Hosting, Domain, Security, Backups, SSL, etc.	Annual	\$400.00-\$600.00 per year
Post-Launch Website Management		
- Website, System, Tools & Plugin Updates	Quarterly	\$125.00 per hour
- Tools/Plugin Subscription & License Fees	Annual	\$250.00-\$500.00 per year
- Design, Technical & Content Updates	Per Client	\$125.00 per hour

Notes:

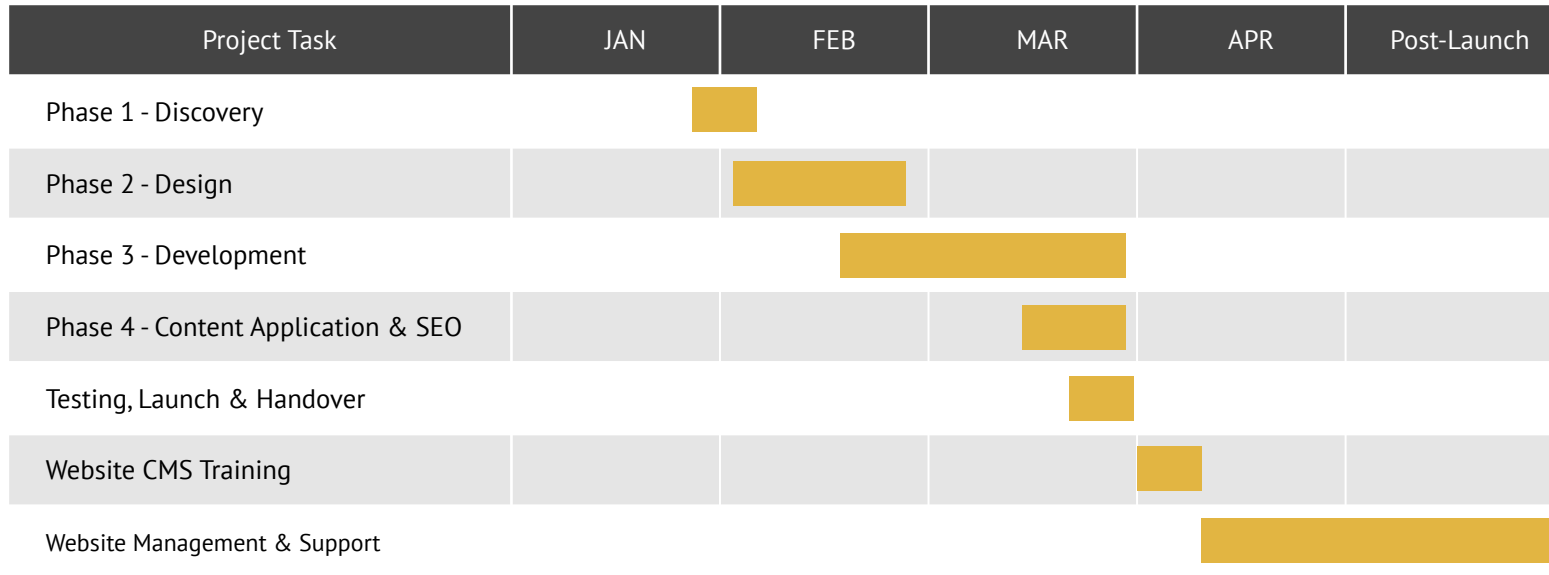
- *Tools/Plugin Subscription & License Fees* are specific to each WordPress-developed website and are dependent upon the plugins integrated for functionality. A review of these fees will be communicated with the client during the project. These subscription and license fees are paid on an annual or one-time basis in which the client is required to pay with their own credit card to maintain full ownership of their site and its properties.

PROJECT SCHEDULE

Project timeline and launch schedule

PROJECT TIMELINE

Schedule of major activities



NEXT STEPS

Items to consider when working with us

Questions

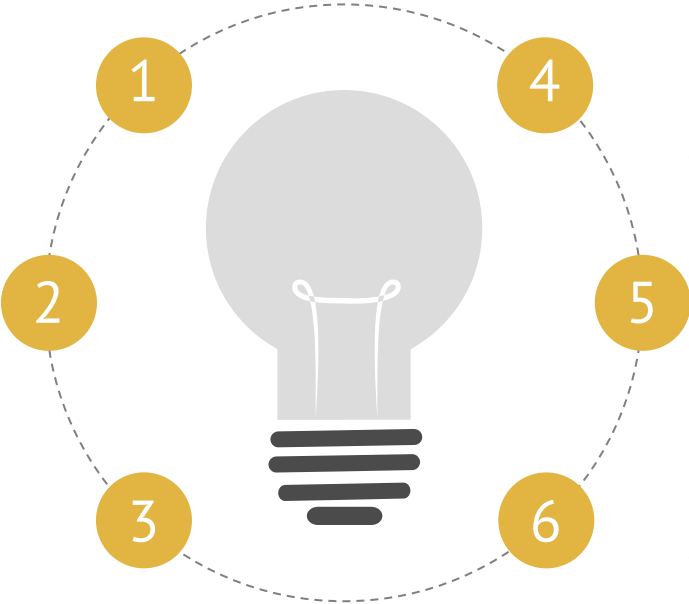
If you have any questions with regards to this quote, please do not hesitate to contact us.

Agreement

A Service Agreement may be created for your review and signature upon approval of this quote.

Access

We may require full access to your digital properties such as website and host/server access, Google properties/profiles, and other account profiles.



Scope

Requests and revisions that result in a scope change will be subject to a change order along with applicable budgeting and scheduling.

Timeliness

Project/task completion times are subject to change depending on receiving information and feedback from the client in a timely manner.

Expiration

This quote is valid up to 30 days.

The logo consists of a black square with a white border. Inside the square, the words "STRONG COFFEE" are written in a bold, white, sans-serif font, stacked on two lines. Below "COFFEE", the word "MARKETING" is written in a smaller, white, sans-serif font.

**STRONG
COFFEE**
MARKETING

Thank you!



strongcoffeemarketing.com



877-883-7305



@strongcoffee



@strongcoffee

A white line-art silhouette of a city skyline with various building shapes, positioned at the bottom of the slide.

Box Clever

This is the company who did the new website for the town and erica mentioned how happy they are with them.

1. <https://www.sicamous.ca/> - the District's official site
2. <https://www.exploresicamous.ca/> - their Tourism website (pre-designed theme)
3. <https://www.stettler.net/> - the Town's official site
4. <https://www.stettlerboardoftrade.com/> - their economic development site
5. <https://www.landstewardship.org/>
6. <https://www.beaverhills.ca/>

Their pricing is different in that it is in years. I have attached their pricing

Municipal Website Pricing Plans



Pricing reflects annual costs on a 3-year term.

Pre-Designed website theme included with all Plans

Basic	\$1,050	Essentials	\$1,950	Plus	\$2,950
Loop CMS & Training		Loop CMS & Training		Loop CMS & Training	
<input type="checkbox"/> News		<input type="checkbox"/> News		<input type="checkbox"/> News	
<input type="checkbox"/> Events Calendar		<input type="checkbox"/> Events Calendar		<input type="checkbox"/> Events Calendar	
<input type="checkbox"/> Business Directory		<input type="checkbox"/> Business Directory		<input type="checkbox"/> Business Directory	
<input type="checkbox"/> Emergency Notices	\$500	<input type="checkbox"/> Emergency Notices		<input type="checkbox"/> Emergency Notices	
Polls	\$375	Polls		Polls	
Tax Calculator	\$375	Tax Calculator		Tax Calculator	
Form Builder* with online payments	\$500	Form Builder* with online payments	\$500	Form Builder* with online payments	
Public event submissions	\$375	Public event submissions	\$375	Public event submissions	
Meetings Module	\$500	Meetings Module	\$500	Meetings Module	
Active Directory	\$500	Active Directory	\$500	Active Directory	
Vaults	\$375	Vaults	\$375	Vaults	

Optional Upgrades

<input type="checkbox"/> Report a Problem System	\$4,750	Lot Maps	\$750
Integrated Staff & Department Directory	\$500	Site Search Engine	\$575
HR - Job Postings	\$500	Website Custom Design	\$6,000 - 10,000
HR - Applicant Tracking	\$1,000		
Tenders	\$500	<input type="checkbox"/> Municipal App	
<input type="checkbox"/> Waste Collection Schedule	\$500	Unified App	\$1,250
Snow Removal Priority	\$500	Standalone App	\$5,250
<input type="checkbox"/> Trail Maps	\$1,500		

- available in the app

*Online payment fees are 4.5% + 35 cents per transaction
Updated 2022-03-23



A division of Box Clever Incorporated

Considerations

We have not been happy with Strong coffee for the last 12 months. They do not seem to be very proactive and seem to lack the awareness of our need to be a bigger player in the Destination world. We have mentioned this to them many times and have even given them a whole spreadsheet outlining new navigation and still nothing has happened,

The current website can get confusing in the back end as we get lost as to where articles can be found we also need to increase the seasonal feel of the site.

Box Clever have a great product and we liked the ad ons such as business locators and more. However we were concerned that it will all be on their own created CMS and so if we need to leave them this will be an issue. It also means a multi year commitment. Finally they seem to really specialise in municipal sites and so we are a different entity to that.

NonFiction work with Travel Alberta on a number of items and so are aware how destination marketing works. They are very aware of ATIS and linking our content to that. They are also reasonably priced and are willing to work with us on that too.

Ryan assures me the items we loved with Box Clever are doable with NonFiction.

So therefore I would recommend we go with Non Fiction but will go with the Board's judgement.