



# 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 June 8 2022 @ 10:00am**

<b>1</b>	<b>Call Meeting to Order</b>
<b>2</b>	<b>Approval of Agenda</b>
<b>3</b>	<b>Approval of Minutes</b> May 11th 2022
<b>4</b>	<b>Financial Report</b> Motion: The Board approves the financial report
<b>5.</b>	<b>Marketing programs</b> Presenting of courses and mentorship program by Heather Little
<b>6.</b>	<b>Stakeholder Report</b> Michelle Stewart will report on a recent Stakeholder survey and ideas for moving the program forward.
<b>7</b>	<b>Town of Drumheller Report</b>
<b>8</b>	<b>ED Report</b>
<b>9</b>	<b>Unfinished Business</b> Excellence Awards
<b>10</b>	<b>Discussion Items</b> ED role- need to prepare for meeting with the Town of Drumheller in August July Board meeting Travel Alberta partnership TIAA event report- SN
<b>11</b>	<b>In Camera</b>
<b>12</b>	<b>Adjournment</b>
<b>13</b>	<b>Next meeting</b>



# Travel Drumheller

Travel Drumheller Marketing Association

Wednesday, May 11, 2022

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

MINUTES

Present in person: T. Vyvey, D. Schinnour, V. Neudorf B. Steeves L. Phillips  
R. Johnston, C. Sereda, B.J Janzen, C. Vaneracion S. Newstead

Present by zoom: R. Semchuk J. Fielding

Absent E. Secord Guest :D Blakely (Flood Mitigation Office)

---

## 1. Call to Order

R. Semchuk called the meeting to order at: 10:02 am

## 2. Delegation

D. Blakely gave a presentation on the Flood Mitigation and dike designs. 14 dikes have been approved. They will be holding 3 more public information sessions by August 25. Discussion on the walking trails being closed during construction of the dikes. R. Semchuk suggested this information be on the Travel Drumheller website. L. Phillips suggested maps by the library. Everyone should have the same messaging. It was agreed Julia would get together with the flood team to discuss messaging.

## 3. Approval of Agenda:

**Motion by R. Johnston /T. Vyvey that the agenda be approved.**

**Carried**

## 4. Approval of Minutes of April 14, 2022

**Motion by S. Newstead / B. Steeves that the minutes of April 14, 2022 be approved.**

**Carried**

## 5. Financial Report

- Presentation of financial report by B. Steeves.  
See attached financial report.
- Some of the hotels are behind on payments and Julia is working with them on this.
- 

**Motion to approve the financials**

**Motion by S. Newstead / T. Vyvey to approve the financials. Carried**

## 6. Board Elections Appointments for 2022 - 2023

**Chair – Motion by S. Newstead to appoint R. Semchuk as chair. R. Semchuk accepted. CARRIED**

**Vice Chair – Motion by R. Semchuk to appoint S Newstead as Vice Chair. S. Newstead accepted. CARRIED**

**Treasurer – Motion by D. Schinnour to appoint B. Steeves as Treasurer. B. Steeves accepts. CARRIED**

**Secretary – Motion by S. Newstead appoint D. Schinnour as Secretary. D. Schinnour accepts. CARRIED**

## **7. Town of Drumheller: R. Johnston**

R. Johnston talked about the great partnership between the Town, Travel Drumheller, Chamber of Commerce and Community Futures

The business Survey- See media release <https://bigcountry.albertacf.com/news/cf-big-country-business-survey-2022>.

Plaza Started on May 11.

Started the Housing study – multi housing incentive.

## **8 ED Report: by J. Fielding**

See attached notes in the board package.

Heather Little has been hired as the Business Support Officer.

Ad for the upcoming Jurassic World movie. \$25,000.00 for the ad will run May – June workshops starting next month.

Business survey sent to partners.

Received Canada Summer Jobs for hiring a social media staff member.

Still can't find ambassadors.

Drum Discovery – May 24 -25 ,2022

Eat North held at the Royal Tyrrell Museum. Max 100 Tickets - \$100.00

Motor Bike event in June.

## **9. Unfinished Business.** Nothing to report.

## **10. Discussion Items**

Bookkeeper – D. Schinnour - Discussion on having a onsite accountant. B. Steeves will talk Ascend.

Pride Week – L. Phillips -June 5 -11,2022 Events will be happening every day. Will repaint the pride crosswalk.

**Motion by S. Newstead to donate \$200.00 towards buying paint for the crosswalk.**

Staff Policies – S. Newstead –We need to put HR Policies in place for employees. We need to form a committee in the fall and hire a HR Lawyer. J. Fielding to put in the minutes for the fall.

Travel Alberta Town Hall – May 13,2022

Excellence Awards – June 9,2022 T. Vyvey presented the award for the winner. A picture done by a local artist. 2 local tourism businesses selected for the awards.

## **9. Adjournment: R. Semchuk adjourned at 11:35 am**

Next board meeting:

Signed by:

---

R. Semchuk

# Travel Drumheller Marketing Association

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

January - May, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
4023 Grants	64,000.00	41,666.65	22,333.35	153.60 %
4030 Vacation Guide Revenue	17,010.00	11,666.65	5,343.35	145.80 %
4100 Partnership Agreement	2,280.00	1,666.65	613.35	136.80 %
4200 Revenue		50,000.00	-50,000.00	
4210 Deferred Grant Revenue		20,833.35	-20,833.35	
4300 Destination Marketing Fees	21,537.50	22,916.65	-1,379.15	93.98 %
Uncategorized Income		33,333.35	-33,333.35	
<b>Total Income</b>	<b>\$104,827.50</b>	<b>\$182,083.30</b>	<b>\$ -77,255.80</b>	<b>57.57 %</b>
<b>GROSS PROFIT</b>	<b>\$104,827.50</b>	<b>\$182,083.30</b>	<b>\$ -77,255.80</b>	<b>57.57 %</b>
<b>Expenses</b>				
5010 Vacation Guide Expenses	8,520.00	10,416.65	-1,896.65	81.79 %
5020 Marketing Projects Expense	45,581.26	87,500.00	-41,918.74	52.09 %
5025 Travel Expense	1,386.44	1,041.65	344.79	133.10 %
5033 Reserves		4,166.65	-4,166.65	
5034 Job Fair Expenses	270.62	416.65	-146.03	64.95 %
5190 Subcontracts	33,458.26	46,666.65	-13,208.39	71.70 %
5410 Wages & Salaries	5,416.67	300.00	5,116.67	1,805.56 %
5420 EI Expense	119.81	208.35	-88.54	57.50 %
5430 CPP Expense	292.13	208.35	83.78	140.21 %
5440 WCB Expense	200.00	208.35	-8.35	95.99 %
5480 Commissions	1,000.00		1,000.00	
5600 Marketing Initiatives	25,575.00		25,575.00	
5610 Accounting & Legal	2,652.50	2,083.35	569.15	127.32 %
5615 Advertising & Promotions	2,759.50	9,166.65	-6,407.15	30.10 %
5617 Sponsorship	20,932.86		20,932.86	
5625 Business Fees & Licenses	72.50	83.35	-10.85	86.98 %
5630 Website Design		4,166.65	-4,166.65	
5635 Socials	500.00	500.00	0.00	100.00 %
5640 Courier & Postage	267.69	625.00	-357.31	42.83 %
5670 Fees and Dues	3,604.17	833.35	2,770.82	432.49 %
5685 Insurance		1,250.00	-1,250.00	
5690 Interest & Bank Charges	5.00	22.90	-17.90	21.83 %
5700 Office Supplies	3,517.28	625.00	2,892.28	562.76 %
5705 Small Tools and Supplies	18.51		18.51	
5710 Training/Education		1,250.00	-1,250.00	
5740 Meeting Cost	707.05	416.65	290.40	169.70 %
5780 Telephone	287.85	625.00	-337.15	46.06 %
5790 Office Rent	2,000.00	2,000.00	0.00	100.00 %
5890 Travel & Entertainment	78.30		78.30	
5895 Meals		208.35	-208.35	
5900 Payroll Expenses				
5920 Wages		7,500.00	-7,500.00	
<b>Total 5900 Payroll Expenses</b>		<b>7,500.00</b>	<b>-7,500.00</b>	
<b>Total Expenses</b>	<b>\$159,223.40</b>	<b>\$182,489.55</b>	<b>\$ -23,266.15</b>	<b>87.25 %</b>

# Travel Drumheller Marketing Association

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

January - May, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
NET OPERATING INCOME	\$ -54,395.90	\$ -406.25	\$ -53,989.65	13,389.76 %
Other Income				
4440 Interest Revenue	110.46	208.35	-97.89	53.02 %
<b>Total Other Income</b>	<b>\$110.46</b>	<b>\$208.35</b>	<b>\$ -97.89</b>	<b>53.02 %</b>
Other Expenses				
5870 Expenses for Ambassador		416.65	-416.65	
<b>Total Other Expenses</b>	<b>\$0.00</b>	<b>\$416.65</b>	<b>\$ -416.65</b>	<b>0.00%</b>
NET OTHER INCOME	\$110.46	\$ -208.30	\$318.76	-53.03 %
NET INCOME	\$ -54,285.44	\$ -614.55	\$ -53,670.89	8,833.36 %

# Travel Drumheller Marketing Association

## Balance Sheet As of June 2, 2022

	TOTAL
<b>Assets</b>	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	88,777.09
1065 CCU Common Shares	6.82
1070 High Interest Savings Account **4395	20,042.11
1080 High Interest Savings Account **4494	149,568.24
2035 DMF Trust account	0.00
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
<b>Total Cash and Cash Equivalent</b>	<b>\$258,395.26</b>
Accounts Receivable (A/R)	
1200 Accounts Receivable	1,008.00
<b>Total Accounts Receivable (A/R)</b>	<b>\$1,008.00</b>
1220 Employee Cash Advances	
1225 Employee Cash Advance Repayment	0.00
<b>Total 1220 Employee Cash Advances</b>	<b>0.00</b>
1320 Prepaid Expenses	1,876.20
<b>Total Current Assets</b>	<b>\$261,279.46</b>
Non-current Assets	
Property, plant and equipment	
1805 Dinosaur Suits	0.00
1807 Accum Amort - Dinosaur Suits	0.00
<b>Total 1805 Dinosaur Suits</b>	<b>0.00</b>
1820 Office Furniture & Equipment	
1905 Computer Hardware	6,743.88
1906 Accum Amort - Computer	-779.86
<b>Total 1905 Computer Hardware</b>	<b>5,964.02</b>
<b>Total Property, plant and equipment</b>	<b>\$5,964.02</b>
<b>Total Non Current Assets</b>	<b>\$5,964.02</b>
<b>Total Assets</b>	<b>\$267,243.48</b>

# Travel Drumheller Marketing Association

## Balance Sheet As of June 2, 2022

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	-2,245.42
<b>Total Accounts Payable (A/P)</b>	<b>\$ -2,245.42</b>
Credit Card	
2150 Visa Card-Collabria	-4,500.00
<b>Total Credit Card</b>	<b>\$ -4,500.00</b>
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	205.39
2185 CPP Payable	584.26
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	-4,772.84
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	971.77
<b>Total 2340 Payroll Liabilities</b>	<b>971.77</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	94,207.29
<b>Total Current Liabilities</b>	<b>\$86,440.45</b>
<b>Total Liabilities</b>	<b>\$86,440.45</b>
Equity	
Retained Earnings	251,712.47
Profit for the year	-70,909.44
<b>Total Equity</b>	<b>\$180,803.03</b>
<b>Total Liabilities and Equity</b>	<b>\$267,243.48</b>

# Travel Drumheller Marketing Association

## A/P Aging Summary

As of June 2, 2022

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Stingray Radio Inc.				-2,245.42		\$ -2,245.42
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$ -2,245.42</b>	<b>\$0.00</b>	<b>\$ -2,245.42</b>



# Travel Drumheller Marketing Association

## A/R Aging Summary

As of June 2, 2022

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
DNA Gardens		0.00				\$0.00
Stettler Regional Board of Trade and Community Development		1,008.00				\$1,008.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$1,008.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,008.00</b>

Sample 25

Q1 How big is your company?		
1-2	10	40%
3-5	8	32%
6-10	4	16%
11-20	2	8%
21+	1	4%

What type of organization do you operate?

Q2		
Retail	6	24.0%
Other	6	24.0%
Accommodation	4	16.0%
Arts & Culture	4	16.0%
Restaurant/Café	3	12.0%
Attraction	1	4.0%
Event/Experience	1	4.0%

Who currently manages the

Q3 marketing for your organization?		
I do it all	22	88.0%
I have an employee	2	8.0%
I contract someone	1	4.0%
I have a dedicated m	0	0.0%
No one	0	0.0%

How much time is spent marketing your business?

Q4		
1-10hr/mo	14	66.7%
11-20hr/mo	4	19.0%
21-35hr/mo	2	9.5%
36-50hr/mo	2	9.5%
51+hr/mo	2	9.5%
I don't have time	1	4.0%

Q5 Do you have a written marketing plan

Yes	6	24.0%
No	19	76.0%

Q6 Do you have written marketing goals?

Yes	6	24.0%
No	19	76.0%

How do you measure success for your business?

Q7

### Summary

Revenue	13	52.0%
Bookings/Ticket Sales	8	32.0%
Feedback	7	28.0%
SM Engagement	4	16.0%
Walk-ins/New customers	4	16.0%
Other	3	12.0%
Inquiries	2	8.0%
Unknown	2	8.0%

Q8 What is your marketing budget?

\$1-\$500	10	40.0%
\$501-\$2500	7	28.0%
\$0	4	16.0%
\$2501-\$5000	3	12.0%
\$10,000+	1	4.0%
\$5001-\$10,000	0	0.0%

What marketing tools do you

Q9 currently use?

Facebook	23	92%
Instagram	18	72%
Website	17	68%
Google My Business	16	64%
Brochures	13	52%
Other Social Media	11	44%
Radio	9	36%
Email Marketing	8	32%
Paid Digital Ads	8	32%
Newspaper	6	24%
ATIS	6	24%
Event Listings	5	20%
Trip Advisor	5	20%
Analytics	2	8%
Billboard	1	4%
Bundles with Travel		
Drumheller	1	4%
Travel Drumheller		
PDF	1	4%
Udisc, Disc Golf		
App	1	4%

What is your comfort level  
developing and using each of the

Q10 following marketing tactics?

Facebook	114	76%
Website	97	65%
Instagram	97	65%
Brochures	92	61%
GMB	88	59%
Radio	77	51%
Email	76	51%
Newspaper	75	50%
Event Listings	73	49%
Paid Digital Ads	68	45%
ATIS	56	37%
Analytics	54	36%

Q11 What marketing tools are you currently NOT using but would like to learn / start using?

ATIS	10	40%
Analytics	8	32%
Email Marketing	7	28%
Paid Digital Ads	7	28%
Google My Business	6	24%
Website	5	20%
I would like to do the ones I'm using better	1	4%
TripAdvisor,		
LinkedIn	1	4%
Facebook	0	0%
Instagram	0	0%

Q12 Do you currently design your own ads

Yes	21	84.0%
No	4	16.0%

Q13 How do you design your ads?

I don't know where to start	5	20.0%
I have tried some tools like Canva	3	12.0%
I work with a designer for all our graphic needs	8	32.0%
I'm confident designing my own print or digital ads	8	32.0%

Are you a TD Member?

Yes	16	64.0%
-----	----	-------



# Boost Your Business

Marketing Workshops for Success



Travel Drumheller is introducing a new series of workshops, *Boost Your Business*. These workshops are meant to support local businesses in expanding their marketing skills and understanding to enhance their operations and exceed customer expectations. Below is a list of topics currently scheduled.

## Marketing 101

Wed, Jun 15

Take advantage of free marketing tools at your fingertips. Learn about some basic marketing tactics you can use to boost your business and how to measure this success. Tools explored include ATIS, Google My Business, TripAdvisor, and more.

## Stretch Your Season

Wed, Jul 13

This workshop provides an opportunity to meet with like-minded businesses to discuss successes, failures, and new opportunities to increase revenue in the off-season. From pop-up events, to targeted promotions, let's work together to reduce Drumheller's tourism seasonality.

## Branding: Developing Your Identity

Wed, Aug 10

Branding is more than a logo – it's who you are as a business. In this session, we'll talk about how customers perceive businesses, how to create the identity you want, and how to communicate that message, so your potential customers make the same connection.

## Marketing Plans for Success

Wed, Sept 14

Join us as we review the elements of a marketing plan and why it's important. From there, we'll dive into other sub-plans for social media and content to create a solid strategy for success.

## Social Media & Design 101

Wed, Oct 12

How many of us are making the most out of our social media? Let's look at some best practices for Facebook and Instagram and how to use free design tools like Canva to create engaging social media content.

**Price:** Members \$15; Non-members \$30

**Discounted Price for all 10 classes:**

Members \$115; Non-members \$240

**Membership:** \$126

*All workshops will be at the Badlands Community Facility*

## Show and Tell: How to Create Strong Content

Wed, Nov 9

Capitalize on your expertise by sharing stories and connecting with others in your field. Learn how to boost your traffic and conversions necessary to growing your business.

## Navigate the Website Development Process

Wed, Dec 7

Your strongest marketing tool is your website. Together we will walk through the list of considerations when planning your website and how to maximize this valuable tool in the long-term.

## Developing Repeat & Loyal Customers

Wed, Jan 18

Target specific customers and deliver relevant content to the right people. Keep customers up-to-date and engaged with new products and happenings at your business.

## Digital Marketing & Metrics

Wed, Feb 15

Do you know the different types of paid digital media and how to use them? What should you budget for these campaigns? How do I know if these campaigns are working? These are some of the questions we'll discuss as we explore the world of digital marketing.

## Accessible Attractions

Wed, Mar 15

Make your workplace an inclusive environment for visitors and staff. As a business operator in Drumheller has the community been open and welcoming to you? Together let's study how we can all be more open and accommodating to all individuals and write a welcoming story for every visitor.

[Click Here to Register](#)

For more information, call Heather at 403-821-1596

or email [admin@traveldrumheller.com](mailto:admin@traveldrumheller.com)

## Mentorship Program

### Recruitment

- Application
- 10 Clients – Members
- Proximity to Ready to Export
- Cost to participate in this pilot program = \$0
- Participation Agreement

### Program Schedule

Day/Period	Agenda	Time TD	Time Bus
Meeting 1	Welcome & Work together to Establish Unique Marketing Goals for the Business	1	1
Homework	Travel Drumheller conducts Marketing Audit (based on goals set)	2	
Meeting 2	Review Marketing Audit <ul style="list-style-type: none"> <li>• Storefront/Brick &amp; Mortar impression/experience</li> <li>• Online Presence – website, social media</li> <li>• Other Opportunities – email, blog, print/distribution</li> </ul> Identify priorities based on Marketing Goals	1	1
Meeting 3	Develop Marketing Plan <ul style="list-style-type: none"> <li>• review what a marketing plan looks like. Give them the tools to create one for the next meeting.</li> <li>• Focus on priorities identified in Meeting 2</li> </ul>	1	1
Homework	Participant to complete Marketing Plan		2
Meeting 4	Review Marketing Plan How to achieve Marketing Plan	1	1
Meeting 5	Website Development <ul style="list-style-type: none"> <li>• Navigation</li> <li>• Goals for user activity on site</li> <li>• Provide list of design/website contacts</li> <li>• Long-term maintenance</li> </ul>	1	1
Meeting 6	Develop Social Media Plan <ul style="list-style-type: none"> <li>• review what a social media plan/calendar looks like. Give them the tools to create one for the next meeting.</li> </ul>	1	1
Homework	Participant to complete Social Media Plan		2
Meeting 7	Review Metrics <ul style="list-style-type: none"> <li>- Google Tag Manager, Analytics, SM Insights</li> <li>- How to track long-term</li> <li>- What to do with your data</li> </ul>	1	1
Homework	Evaluation Survey	1	0.5
Meeting 8	Follow-up – 3 months later	1	1
	<b>Total Time</b>	<b>11</b>	<b>12.5</b>



Travel Drumheller  
 Executive Director Progress Report  
 June 2022

Key Performance Indicators	January to March
<b>Expanding Travel Drumheller's funding diversity and amounts by 30+%</b>	We are still waiting for information on this request. Travel Alberta Marketing funding has been requested this is now an annual funding agreement linked to our marketing plan and includes some Destination Development programs. We received the Canada Summer Grants funding for a social media person
<b>2022 Guide is produced on budget + time and has sold 100% of ad space</b>	Guide is printed and being distributed
<b>Improving stakeholder relations within Drumheller, the Drumheller region and with other organizations such as Travel Alberta</b>	<p>Drum Discovery took place May 24 and 25 with 22 participants The feedback was very positive.</p> <p>Presenting at Starland County council meeting on June 9<sup>th</sup></p> <p>Michelle will be presenting the work on stakeholder engagement at the Board meeting</p> <p>Julia attended the CBA meeting on Wed June 1<sup>st</sup></p> <p>Travel Alberta will be partnering with us on the RFP process for the Destination Development Plan.</p>
<b>Investigating other sources of income in addition to the DMF</b>	
<b>Building relationships with the campgrounds in the region</b>	Having two influencers working with campgrounds. One in June and one in September to promote longer camping season
<b>Offering marketing support to partners and other tourism businesses</b>	<p>Crowdriff is ready to go live. The media hub is just complete. Here is the link <a href="https://platform.crowdriff.com/m/travel-drumheller">https://platform.crowdriff.com/m/travel-drumheller</a> and this will be available for partners to use for content. The Gallery for the website is</p>

	now curated. Nonfiction have access to use as part of the website design. Heather Little will be talking the board through the marketing training program created so far and the results of the survey undertaken.
<b>Managing the Ambassador program</b>	Cannot fill the Ambassador role. I have had two people lined up and both have pulled out to take other offers.

**Other Updates:**

**Quality Inn funds-** The CurioCity Campaign went well with great interest in the competition. The campaign analytics are attached to the meeting package.

**Jurassic World Campaign** EDAC is organizing the opening night event event to celebrate the opening night of Jurassic World on June 10<sup>th</sup> There will activities in the plaza prior to the showing. The Royal Tyrrell Museum, Travel Alberta cineplex ads are live as is the Loknow campaign to promote the RTM and the general region.

**Destination Development Plan** – the RFP will be released on Wednesday. A steering committee has been created and is comprised of reps from Community Futures, Travel Alberta, the Town of Drumheller and two board members. Travel Alberta are partnering with us on the deliverables in the RFP and will be supporting us in this process.