



<b>Meeting:</b>	Mighty Peace Tourism General Board Meeting		
<b>Date:</b>	November 30th, 2020	<b>Time:</b>	6:30 pm
<b>Prepared By:</b>	Tammy Brauer	<b>Location:</b>	Via Zoom Virtual Meeting
<b>Attendees:</b>			

**Agenda, Notes and Discussion**

N. Duval – Northern Sunrise County, R. McLeod – Town of Manning, C Anderson – County of Northern Lights, T. Johnson – MD Peace, A. Bean – Clear Hills County, W Wald – Town of Grimshaw, J. Adams – MD Fairview, L. Love – Peace River Museum and Archives, D Buchholtz – Peace Valley Snow Riders, C. Murphy – Nampa Museum, L. Kosheiff – Horse Trekking Adventures, E Matiasiewich – Village of Nampa, T Schindel – Town of Fairview, T Bell – Town of Peace River, J. Armstrong – Executive Director, also in attendance was T. Brauer - Administration.

<b>1. Call to Order</b>	<ul style="list-style-type: none"> <li>• <b>N Duval</b> called the meeting to order at <b>6:32pm</b>.</li> </ul>
<b>2. Adoption of Agenda</b>	<ul style="list-style-type: none"> <li>• <b>C Anderson</b> moved to adopt the agenda as <b>presented. Motion carried.</b></li> </ul>
<b>3. Adoption of Minutes</b>	<ul style="list-style-type: none"> <li>• <b>J Adams</b> moved to accept the Board of Directors minutes from the Board Meeting on August 31st, 2020 as <b>presented. Motion carried.</b></li> </ul>
<b>4. Financials YTD</b> 4.1. YTD 4.2. 2021 Budget	<ul style="list-style-type: none"> <li>• The Board of Directors were presented with the financials.</li> <li>• <b>W Wald</b> moved to accept the financials as presented. Motion carried.</li> <li>• <b>2021 Preliminary Budget</b> Discussed. <b>T Johnson</b> moved to accept the 2021 Budget as presented. <b>Carried</b></li> </ul>
<b>5. Executive Director Report</b>  5.1. Cooperative Marketing 5.2. Fundraising Opportunities 5.3. Marketing Campaign 5.4. Visitor Guide 5.5. Workshops & Webinars 5.6. Marketing Insights	<ul style="list-style-type: none"> <li>• <b>J Armstrong</b> presented the Executive Director’s report.             <ol style="list-style-type: none"> <li><b>1. Cooperative Marketing</b> <ol style="list-style-type: none"> <li>MPTA Campaign- First 4 pages of content created for MoveUP magazine (Ski and Stay, Shop Local Holiday Guide, Unique Winter Stays). Gained 6 new members through new content. Paul Lavoie will be shooting specific activities or scenes we have chosen. 3 photoshoot promos have taken place for members throughout the summer and we will be offering more over the winter. Next 4 pages of content will be created for February with a focus on restaurants and bookable experiences.</li> <li>SkiNorthAB-Regional partners involved: Grande Prairie Tourism Association, Tourism Jasper, Town of Vermilion, Winter Cities Edmonton, MD of Bonnyville, Lac La Biche Region,-Mighty Peace Tourism, Town of Hinton, Town of Whitecourt, and Travel Alberta. Local partners involved: Misery Mountain, Town of PR, Community Futures, Chateau Nova, Rise AirBnB.</li> </ol> </li> <li><b>2. Fundraising Opportunities</b> <ol style="list-style-type: none"> <li>Themed packages at three price points to be sold at PR Museum, Nampa Museum, online store. Will need to purchase boxes and stickers (~\$150-200). Lining up first packages to be put together winter 2020/2021.</li> </ol> </li> <li><b>3. 2021 Marketing Campaign</b> <ol style="list-style-type: none"> <li>Motorcycle Tourism with MFTA</li> <li>Zenseekers Media-summer campaign similar to winter campaign for those areas that don’t have as many winter activities</li> <li>Staycations/Experience Packages (partnerships between operators)</li> <li>Written content for our website and Facebook</li> <li>Other ideas from the board encouraged.</li> </ol> </li> </ol> </li> </ul>

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	<p><b>4. Visitor Guide</b></p> <ul style="list-style-type: none"> <li>a. Changes-looking changing the map to black and white with coloured icons instead so it's easier to identify all the same ones</li> <li>b. Quantities-2500</li> <li>c. Additional changes? – board members encouraged to share opinions &amp; ideas.</li> </ul> <p><b>5. Workshops and Webinars</b></p> <ul style="list-style-type: none"> <li>a. Working with TA to bring a partnership and packaging workshop to the region with an extension to GPRTA and MFTA to join in</li> <li>b. TA hosting webinars on industry website on Thursdays (all recorded)</li> </ul> <p><b>6. Marketing Insights</b></p> <ul style="list-style-type: none"> <li>a. Paid Facebook Summer Marketing Campaign - \$1600 was used for Facebook advertising. The summer campaign ran from July 31, 2020 - September 19, 2020. The summer campaign consisted of 5 ad themes with 16 different ads. Our ad themes were taste of the Mighty Peace, unique stays, Mighty Peace activities, golf and camping. The campaigns reach was 558,110 people.</li> <li>b. Winter Digital Marketing Campaign - For our winter Digital Marketing Campaign we have allocated \$1400 that will be spent on Facebook advertising. We have planned for 5 ad themes and 14 different ads for winter. The campaign will start on December 22, 2020. Ads will be created using our free Google Ads Account that will be aligned with the Facebook Ads to create more awareness.</li> <li>c. Organic Advertising - Complying with government restrictions we have been focussing on a staycation approach for the past year. Our focus has been on Facebook, Instagram, Google Ads, our YouTube Channel and our website. All traffic has been directed to our new experiential website.</li> <li>d. MPTA Connect Newsletter - The next internal newsletter will be distributed in January.</li> <li>e. Memories Are Made in The Mighty Peace - The latest external newsletter will be published in early December. We featured Peace River Brewing, Peace Valley Snow Riders, Raediance Florist &amp; Gift Shop, Heilan Beer House, Hair Chic N' Boutique, Amicis Gardens, Dad's N Lads' Clothing, Beyond 2000, Fairview Fine Arts Centre, Riverside Ranch Decor, Misery Mountain, Chateau Nova Peace River, Fairview Ski Hill, Dunvegan Inn &amp; Suites and Mr. Mikes.</li> <li>a. Marketing Insights: Travel Alberta information on Alberta's businesses' status – shows Northern Alberta has faired relatively well in the province with few businesses permanently closed and more beginning to operate more normally since COVID restrictions began. Rural vs. Urban polls show urban areas may be more welcoming to visitors.</li> </ul> <p style="text-align: center;"><b>*Congratulations to Jenna Armstrong who is expecting her second child in March of 2021!</b></p> <p><b>A Bean</b> moved to accept the Executive Director Report as read. <b>Motion carried.</b></p>
<p><b>6. Old Business</b></p> <ul style="list-style-type: none"> <li>6.1. Action Plan</li> <li>6.2. Smoky River Tourism Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Action Plan</b> – Action Plan was sent out with meeting documents for consideration by the board members.</li> <li>• <b>Smoky River Tourism Meeting</b> – N Duval &amp; J Armstrong attended a meeting held in McLennan to present MPT to the municipalities of McLennan, Girouxville, Donnelly, Falher &amp; MD Smoky as well as local operators. The presentation was well received, MPT has had positive feedback &amp; expects a decision on commitment from this group before the new year. This issue will be brought up for discussion at the March 29<sup>th</sup>, 2021 board meeting.</li> </ul>

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<p><b>7. New Business</b> 7.1 Visitor Guide 7.2 Marketing Ideas</p>	<ul style="list-style-type: none"> <li>• <b>Visitor Guide</b> – Possible changes to the guide were discussed such as: changes in map and icon colors, advertising space replacing photos &amp; the possible inclusion of the Smoky River region on the map. Board feedback encouraged continuing to display photos of the region instead of advertising in the guide.</li> <li>• <b>Marketing Ideas</b> – board members encouraged to share ideas during roundtable discussion.</li> </ul>
<p><b>8. Next Meeting</b> 8.1. 2021 Meeting Dates</p>	<ul style="list-style-type: none"> <li>• <b>2021 Board Meeting Dates</b> – <ul style="list-style-type: none"> <li>❖ March 29<sup>th</sup></li> <li>❖ May 31<sup>st</sup></li> <li>❖ Aug 30<sup>th</sup></li> <li>❖ Nov 29<sup>th</sup></li> </ul> </li> </ul>
<p><b>9. Round Table</b></p>	<ul style="list-style-type: none"> <li>• <b>T Bell – Town of Peace River</b> – Feels that Smoky River would be a positive addition to MPT. The Town of Peace River is in discussions with the 55+ Games organizers about postponement of hosting games until 2022. Christmas parade cancelled due to COVID restrictions.</li> <li>• <b>C Murphy – Nampa Museum</b> – Museum is open, hours are Mon – Fri 10am – 5pm. Planning spring projects.</li> <li>• <b>D Buchholtz – Peace Valley Snowriders</b> – Congratulations to J Armstrong. Compliments to staff for a very professionally presented meeting. Feels that Smoky River would be a positive addition to MPT. MPT doing well dealing with challenges of COVID restrictions. Snowriders continue to enjoy the outdoors keeping group numbers low. Rallies may be held in February/March depending on COVID restrictions. New Hines Creek trail has been completed. Snowmobiles sales doing well as people plan regional outdoor activities.</li> <li>• <b>E Matiasiewich – Village of Nampa</b> – Activities are slow due to COVID restrictions.</li> <li>• <b>C Anderson – County of Northern Lights</b> - Feels that Smoky River would be a positive addition to MPT &amp; would make a stronger organization.</li> <li>• <b>J Adams – MD Fairview</b> – Fairview Ski Hill using their new snow making system this winter. – Feels that Smoky River would be a positive addition to MPT.</li> <li>• <b>L Love – Peace River Museum &amp; Archives</b> – The museum &amp; gift shop have been very busy. Visitors taking family Christmas photos in the museum using exhibits as their backdrop. The museum has received grants. Working on a book project with C Murphy.</li> <li>• <b>L Kosheiff – Horse Trekking Adventures</b> – Very busy fall – every weekend in September &amp; October booked with overnight stays. Travel Alberta ran ads &amp; resulted in an increase in bookings. Photo shoots with Zen Seekers and MPT have resulted in some great content for marketing. Planning on expanding experiences being offered next summer. Ran Halloween walk attended by approx. 30 in 2019 &amp; approx. 150 in 2020. Inquiries for sleigh rides but COVID restrictions make these difficult.</li> <li>• <b>R McLeod – Town of Manning</b> - Feels that Smoky River would be a positive addition to MPT. Discussed ideas for Manning’s tourist booth. Grimshaw &amp; Fairview have moved tourist booth contents into other existing businesses utilizing existing staff &amp; space. Christmas parade was successful.</li> <li>• <b>W Wald – Town of Grimshaw</b> - Feels that Smoky River would be a positive addition to MPT. Looking forward to winter marketing campaign &amp; hoping to see similar summer campaigns run. Suggested that a photo of the new Peace River Bridge be added to the visitor guide. Suggested visitor booths could offer ice cream sales, nature walks/tours etc. to encourage visitation.</li> <li>• <b>J Armstrong – Executive Director</b> – Fairview ran their Moonlight Madness event. Businesses feedback was very positive. Parade had to be cancelled due</li> </ul>



	<p>to COVID restrictions.</p> <ul style="list-style-type: none"><li>• <b>N Duval – Northern Sunrise County</b> – Best wishes to J Armstrong on her pregnancy. Feels that Smoky River would be a positive addition to MPT. Encouraged board members to send in any marketing ideas to MPT staff. Carnival has been postponed. Merry Christmas!</li></ul>
<b>10. Adjournment</b>	<ul style="list-style-type: none"><li>• <b>N Duval</b> adjourned the meeting at <b>7:28 pm</b>.</li></ul>

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Norm Duval, President

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Tammy Brauer, Recording Secretary