



**Tourism North Annual General Meeting Minutes
June 6th, 2012, 1:30 pm
Snow Lake, MB & Conference Call**

Present: Betty Landego, Thompson Unlimited
Charlene Grant, CF North Central Development
Bunny Burke, CF Greenstone
Joe Buie, CF Greenstone
Angela Enright, Norman RDC

Guests: Darryl Villeneuve, MB Tourism Secretariat
Kelly Martens, Thompson Trailbreakers
Vicki Fleming, Wabowden
Jack Forsythe, Grass River Corridor Association
Mona Forsythe
MaryAnn Mihychuk, Town of Snow Lake

Regrets: Mark Matiasek, Thompson Unlimited
Clem Jones, Town of The Pas

1. CALL TO ORDER

Meeting called to order at 1:48 pm by Betty Landego.

2. ROLL CALL

3. APPROVAL OF AGENDA

MOTION: Moved by Bunny Burke to approve agenda. **Second by Angela Enright.**

CARRIED

4. APPROVAL OF PREVIOUS MINUTES (June 2011)

MOTION: Moved by Joe Buie to approve June 2011 meeting minutes. **Second by Charlene Grant.**

CARRIED

5. REPORTS

5.1 Chairperson's Report

Betty Landego provided a written report, circulated in meeting package and reviewed.

Report included as an attachment to meeting minutes.

5.2 Coordinator Report

Charlene Grant provided a written report, circulated in meeting package and reviewed.

Charlene excused herself from the room during the group discussion regarding contracting Community Futures North Central Development to coordinate Tourism North in the 2012/2013 fiscal year.

MOTION: Moved by Angela Enright that Tourism North contract Community Futures North Central Development on a fee-for-service basis (to a maximum of \$15,000) during the 2012/2013 fiscal year as Tourism North coordinator. Second by Bunny Burke.
CARRIED

Report included as an attachment to meeting minutes.

5.3 Treasurer's Report

Bunny Burke provided an Interim Balance Sheet and Interim Statement of Revenues and Expenses for review. It was noted that Tourism North cash on deposit sat at \$14,017 and that it was earmarked to pay for the 3rd edition of Nextstop printing costs.

It was noted that Tourism North received \$42,650 in funding from the MB Tourism Secretariat and that \$58,590 was allocated to Tourism North as in-kind from partners.

It was suggested that Tourism North pay \$10,000 of Nextstop printing invoice and the remaining when funds for 2012/2013 fiscal year are received. Funds will be received when the annual operating plan is submitted and approved.

MOTION: Moved by Bunny Burke to accept Treasurer's Report. Second by Charlene Grant.
CARRIED

MOTION: Moved by Bunny Burke to register Tourism North for a GST rebate. Second by Angela Enright.
CARRIED.

ACTION: Bunny Burke to register Tourism North for GST rebate.

5.4 Nominating Committee Report

Betty Landego explained the nominating process and positions (Chair, Vice Chair, Treasurer and Secretary) and thanks all for holding their executive positions in the past fiscal year. Betty noted that she would let her name stand for the Chairperson position, but indicated that Thompson Unlimited's 10-year funding agreement with the City of Thompson would expire December 31st, 2012. She

was unsure of what Thompson Unlimited would look like in 2013 as negotiations are currently taking place. Betty further indicated that Bunny Burke let her name stand for Treasurer and Charlene Grant for Secretary.

6. TOURISM NORTH MEMBERSHIP

Discussion re: involvement of Community Futures Northwest and Community Futures Kitayan. It was decided that Tourism North would again make contact and see if there could be participation or an alternate would be designated.

Angela Enright noted that funding provided to Norman Regional Development Corporation from the Province of Manitoba has been cut but noted that funding for NRDC has come from three different sources. NRDC will continue to operate with two funding sources and source out a third to replace the Province's contribution.

Darryl Villeneuve noted that the north is a unique position and the structure that Tourism North currently has works for the Secretariat.

ACTION: Bunny Burke to contact George Leonard re: Kitayan involvement in Tourism North.

ACTION: Charlene Grant to contact Tyler Hunt re: Northwest involvement in Tourism North.

7. ELECTION OF OFFICERS

7.1 Chairperson

MOTION: Moved by Bunny Burke to open nominations for the position of Chairperson. Second by Angela Enright.

CARRIED

Betty called for nominations from the floor for the Chairperson position (three times), hearing none called for a Motion to close nominations.

MOTION: Moved by Bunny Burke to close nominations for the position of Chairperson. Second by Charlene Grant.

CARRIED

BETTY LANDEGO was acclaimed as Chairperson.

7.2 Vice Chair

MOTION: Moved by Bunny Burke to open nominations for the position of Vice Chairperson. Second by Charlene Grant.

CARRIED

Betty called for nominations from the floor for the Vice Chairperson position (three times), hearing none called for a Motion to close nominations.

MOTION: Moved by Betty Landego to close nominations for the position of Vice Chairperson. Second by Charlene Grant.

CARRIED

The position of Vice Chairperson remains vacant.

7.3 Treasurer

MOTION: Moved by Charlene Grant to open nominations for the position of Treasurer. Second by Angela Enright.

CARRIED

Betty called for nominations from the floor for the Treasurer position (three times), hearing none called for a Motion to close nominations.

MOTION: Moved by Betty Landego to close nominations for the position of Treasurer. Second by Joe Buie.

CARRIED

BUNNY BURKE was acclaimed as Treasurer.

7.4 Secretary

MOTION: Moved by Angela Enright to open nominations for the position of Secretary. Second by Angela Enright.

CARRIED

Betty called for nominations from the floor for the Secretary position (three times), hearing none called for a Motion to close nominations.

MOTION: Moved by Bunny Burke to close nominations for the position of Secretary. Second by Betty Landego.

CARRIED

CHARLENE GRANT was acclaimed as Treasurer.

8. 2012 / 2013 OPERATING PLAN

Charlene Grant to prepare the 2012/2013 Tourism North Operating Plan based on the Planning Session held earlier in the day (June 6th, 2012) and provide to Tourism North members for feedback.

The projects that will be focused on in the 2012/2013 fiscal year will be:

a. Grass River Signage Project:

To be looked at this fiscal year time permitting.

b. Things to Do in Thompson / Flin Flon / The Pas / Churchill (etc):

Decision to move forward on Things to Do Project.

c. Photo database / Photo contest:

Discussion to create a photo database of professional photos and/or conduct a photo contest.

d. Northern Golf Project:

Decision to move forward to with northern golf Contest in 2012/2013 fiscal year as a pilot project.

e. Nextstop (4th edition):

Decision to go forward with 4th edition in 2012/2013 fiscal year.

- f. Promotional Items:
Decision to budget amount for promotional items (reusable bags).
- g. Itineraries / Passports:
Discussion re: building on RV Itinerary project – museums, dog sled races, festivals, etc.

9. **OPEN AGENDA**

Jack Forsythe:

The Grass River Corridor Association had funds remaining in their bank account, the Association is not active any more and is willing to pass over the funds (approximately \$11,000) to Tourism North for a Grass River signage project. Mr. Forsythe congratulated Tourism North for continuing to work in Tourism. Betty Landego thanked the GRCA for their contribution and noted that Tourism North would look to the GRCA for feedback on the signage project. The GRCA would be noted on the sign.

MaryAnn Mihychuk:

Provided information on a project she and many others are working on – nominating Kate Rice into the Mining Hall of Fame and requested that Tourism North provide a letter of endorsement and look at some kind of support for the pamphlet project they are undertaking.

Darryl Villeneuve indicated that through his department in the Province (MB Culture, Heritage and Tourism) there are heritage grants available.

MOTION: Moved by Bunny Burke that Tourism North provide a letter of endorsement for Kate Rice induction to the Mining Hall of Fame. Second by Angela Enright.

CARRIED

ACTION: Charlene Grant to provide MaryAnn Parkland Tourism's contact information as they have worked on heritage projects in the past.

Betty Landego:

- Nickel Days is happening in Thompson June 21st – 24th
- Canada Day celebrations will include presentations by Folklorama

Joe Buie:

- Flin Flon Trout Festival is happening at the end of June
- Flinty's birthday celebrations happening August 19th in Flin Flon
- Chamber of Commerce almost ready to launch geocache coin

Angela Enright:

- Snow Lake just finished the Week in Mining Celebration and Annual Car Show
- Canada Day celebrations will take place in Snow Lake
- Father & Son Fishing Derby

- "Boat Census" completed and there are 203 boats in Snow Lake and 400 homes

Charlene Grant:

- CFNCD recent work on regional festival promotion
- Signage project for train station still in the works

Bunny Burke:

- Flin Flon is loosing bus service between Thompson and Flin Flon
- Would like to see Tourism North purchase some reusable bags as this year's promotional item

Kelly Martens:

- The Thompson Trailbreakers will be publishing a new snowmobile trails map for the area (end of summer)
- Current work on a new designated trail (Thompson to Kelsey)

10. NEXT MEETING

The next Tourism North meeting is scheduled for Friday, May 15th, 2012 at 10:00 am.

11. ADJOURN

Meeting adjourned at 3:05 pm.

**ATTACHMENT A:
Chairperson Report**

Tourism North has ended another busy year. I am proud to report some of this year's highlights, including the installation of the highway sign at Erickson, Manitoba, the direct mail campaign, the first Northern Golf Tour, and the Northern Adventure Map. The purchase of promotional items, publishing of a RV itinerary routes and the popular Nextstop Magazine - 3rd Edition used as a tourism marketing tool are other projects we've accomplished. Our members have also been showcasing northern Manitoba throughout Northern America.

I have now been on the Tourism North Board for two years, and we continued to be busy completing the many projects at hand and being visionaries of new and exciting projects. We realize the North of 53rd in Manitoba has many opportunities. We will continue to build the Northern tourism industry and our group is committed to increasing tourism sustainability.

Thank you to Charlene, our Administrator for her excellent work. As her report shows, the past year has been busy, and I anticipate 2012 -2013 will be the same. I would also like to thank our board members for their hard work and dedication to the goals of Tourism North, and to Thompson Unlimited for their commitment to local and regional tourism exemplified in my participation in this group, and to tourism in general.

It has been an honour and pleasure to serve as Chairperson of Tourism North.

Sincerely,

Betty Landego, Chairperson
Tourism North

ATTACHMENT B: Coordinator's Report

This report provided by Charlene Grant (for Community Futures North Central Development) to the Tourism North board of directors at the June 2012 AGM. The report outlines Tourism North member information, background on the coordinator position, CFNCD's tasks completed in relation to Tourism North projects and initiatives for the 2011/2012 fiscal year and speaks to meetings throughout the year.

CFNCD was pleased to work with Chairperson Betty Landego and the full Tourism North board during the 2011/2012 fiscal year and would entertain a renewed contract in the 2012/2013 fiscal year should the board so wish.

TOURISM NORTH MEMBERS:

Tourism North is comprised of eight partners. Five northern Community Futures Development Corporations that service all communities north of the 53rd parallel hold one voting seat on the board of directors. In addition, one voting seat is held by the Town of The Pas, one seat is held by the Norman Regional Development Corporation and one seat is held by Thompson Unlimited. Other volunteers with a vested interest attend public meetings and participate on ad-hoc committees.

EXECUTIVE COMMITTEE:

Chairperson – Betty Landego, Thompson Unlimited

Vice Chair – VACANT

Treasurer – Bunny Burke, Community Futures Greenstone

Secretary – Charlene Grant, Community Futures North Central Development

Past Chair – Mark Matiasek, Thompson Unlimited

OTHER DIRECTORS:

Hilda Holmstrom, Community Futures Cedar Lake

Angela Enright, Norman Regional Development Corporation

Clem Jones, Town of The Pas

It should be noted that Tourism North has had nil participation from Community Futures Northwest and Community Futures in the past fiscal year. Quorum and Executive positions can often be a challenge (the Vice Chair position was vacant in the 2011/2012 year). A further recent challenge that has arose is the funding cut from the Province of MB for Regional Development Corporations.

COORDINATOR POSITION:

Tourism North, requiring a partner to provide project coordination, contracted Community Futures North Central Development in the 2011/2012 fiscal year. The coordinator was responsible for marketing and promotional activities and project coordination as directed by the Tourism North Board of Directors. Tourism North designated the Chairperson as the main contact between Tourism North and the coordinator.

A Letter of Understanding was signed in July 2011 that outlined the agreement made between the two organizations. The agreement is in place until June 30th, 2012. In the 2011/2012 fiscal year CFNCD billed a total of 350.65 hours at a rate of \$35 per hour. A total of 56 hours were allocated as a Tourism North in-kind contribution, it is expected this total is much greater than 56, it was just not recorded.

2011/2012 PROJECTS & INITIATIVES:

Below is a list of projects & initiatives coordinator time was spent working on:

GENERAL:

- Drafting a Letter of Understanding between CFNCD and Tourism North
- Preparing the 2011/2012 Operational Plan and interim reporting to the Tourism Secretariat
- General office organization, receiving general inquiries, promotion of the organization
- Maintaining events listing for northern Manitoba
- Partnership between Tourism North and other industry players (ie many RTAs, recreational clubs, tourism operators, Travel MB, Tourism Secretariat)
- Promotional product research and purchasing (Luggage Tags, Bookmarks)
- Participation in Tourism Secretariat RTA meetings
- Tourism North meeting coordination
- Attending industry events and training
- Participation in Thompson Tourism Committee meetings

NEXTSTOP:

Keeping list of ideas throughout the year for 3rd edition nextstop (ie cell phone coverage map, 24-hour gas stations, snowmobiling information)

Drafting contract between Tourism North and service provider associated with 3rd edition of Nextstop Publication (2012)

Liaison between communities and Nextstop service provider (2012)

Inclusion of Nextstop advertising information in Direct Mail Campaign

Proofing Nextstop, distributing proof to Tourism North members, providing feedback (2011 and 2012)

Compiling distribution list (2012)

Contacting Travel Manitoba regarding Nextstop (2011 & 2012)

Drafting a press release for Nextstop (2011)

DIRECT MAIL CAMPAIGN:

Putting together ideas for direct mail campaign and gathering feedback from Tourism North members and Travel Manitoba

Drafting letters

Costing the campaign

Creating and coordinating printing of Tourism North envelope

Creating organizational advertising and coordinating printing of such in local media

Printing letters and putting together packages for two separate mail outs to all tourism operators and municipal governments in northern Manitoba

PROMOTIONAL ITEMS:

Researching options for Tourism North promo items

Selecting service providers

Designing bookmark

Coordination of Luggage Tag manufacture, bookmark printing, envelope printing

Distributing promo items to Tourism North members

WEBSITE:

Regular maintenance and updating of the Tourism North website www.visitnorthernmanitoba.ca. A complete update has taken place this year, to ensure the information listed is as up-to-date as possible and to ensure the information is accurate.

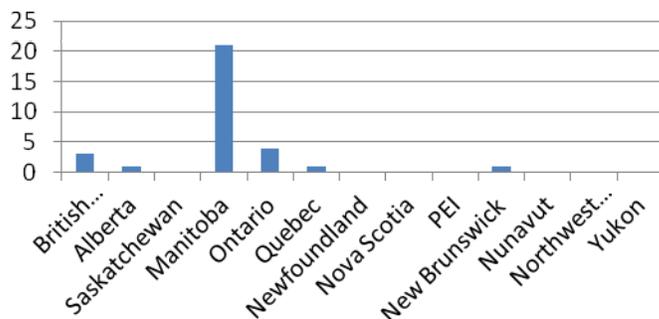
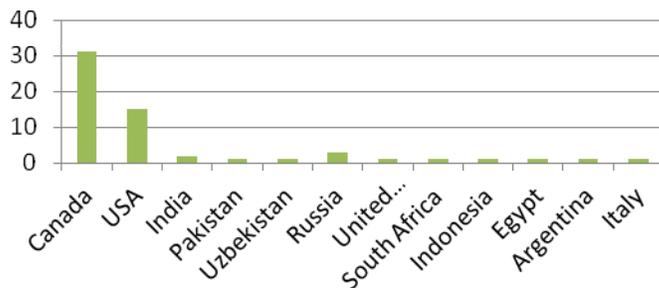
Monitoring Tourism North's membership with Google Analytics to track traffic to the site. During the 2011/2012 year, approximately 6,000 visitors viewed pages within the Tourism North website over 17,600 times.

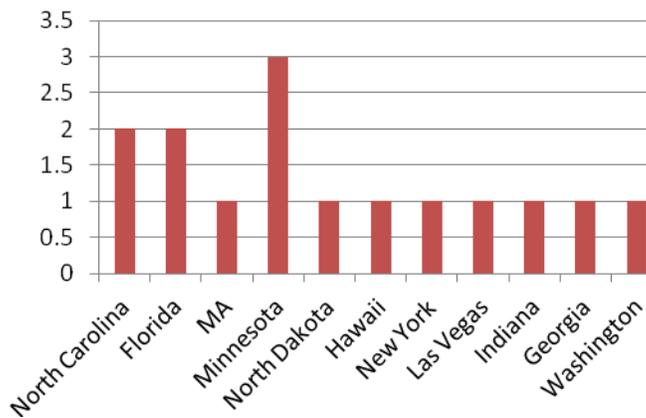
Compiling monthly and annual website stats reports

Coordination of updates to the site (this year was the addition of the RV Adventure section). A button is now on the homepage which leads to a landing page with basic itinerary information and an option to view or download full, detailed itineraries.

Responding to requests for information, this year 59 requests for information came from the website and tourism packages were mailed out

The bulk of requests came from across Canada (the majority from within in Manitoba) 15 requests for information came from the United States and internationally requests came from 10 different countries including Russia, Pakistan, Argentina, Italy, United Kingdom





ROAD ACCESSIBLE LAKES PROJECT:

Project reporting for Tourism Secretariat

Researching options to carry out project (partnership with MB Conservation, discussing with graphic designer how to create map and measurements are required – ie GPS locations or latitude/longitude)

WINNIPEG RV SHOW:

- Submitting proposal for funding to the MB Tourism Secretariat
- Planning for RV Show: RV Itinerary project coordination, booth coordination (furniture rentals, electricity contract, material gathering)
- Working the booth at the show and coordinating other volunteer schedules
- Drafting report on RV Show and submitting to Tourism Secretariat

RV ITINERARY PROJECT:

- Costing project
- Drafting two detailed RV Itineraries
- Designing handout with basic itinerary, map, images of northern MB, Tourism North contact information
- Creating QR Code for Tourism North
- Coordinating printing of handouts (Leech Printing)
- Coordinating revision to Tourism North website to reflect RV Itineraries (new button on homepage, landing page and detailed itineraries)

PRINT ADVERTISING:

Prepared Tourism North advertisements for the following publications and coordinating printing:

1. Northroots Magazine
2. MB's Northern Experience
3. Heritage North Museum booklet
4. Local advertising – Thompson Citizen, Opasquia Times, Flin Flon Daily Reminder, Nickel Belt News
5. Celebrate Unforgettable Manitoba

HIGHWAY SIGN PROJECT:

- Work with ad-hoc committee on design of two signs at separate locations
- Negotiating and drafting agreements with landowners

- Gathering information on MB Highways permits
- Liaison between manufacturer, installer and Tourism North
- Submitting proposal for funding to the MB Tourism Secretariat for the Riding Mountain Highway Sign Project
- Drafting report on Highway Sign Project and submitting to Tourism Secretariat

THINGS TO DO IN THOMPSON:

- Designing *Things to Do In Thompson* poster for Thompson Tourism Committee

MANITOBA TOURISM AWARDS:

- Preparing nominations for outstanding examples of tourism industry players
- Drafting and circulating a press release featuring the nominees
- Participating in judging panel
- Attending awards evening
- Promotion of awards

TOURISM PACKAGES:

- Receiving general requests for information
- Putting together packages and mail outs
- Answering direct questions from the website (ie when does fishing season open, is there a dog show in northern Manitoba, are there campsites at Kwastitchewan Falls)

NORTHERN GOLF CONTEST:

- Working on ad-hoc committee to draft concept for the contest
- Drafting rules
- Designing draft participation board
- Various ad-hoc meetings and discussions with golf clubs, potential sponsors, Travel MB, etc.

CINNAMON BUN TRAIL:

- Gathering information on bakeries, restaurants and stores that sell homemade cinnamon buns in northern Manitoba
- Liaison with Kathy Swann of Parkland Tourism

CUTTING EDGE WORKSHOP:

- Participating in Travel MB Cutting Edge Workshop in March 2012

MEETINGS:

The Tourism North board of directors meets as often as possible, with plans of meetings once per month throughout the year. Meetings often take place via conference call, with some in-person meetings. Meetings took place in June, July, September, October and November of 2011 and in January and February of 2012.

Tourism North made the decision to commit to holding four public meetings annually with the goal in mind of increasing awareness of the organization. They

have been tentatively scheduled (on an annual basis) for April, June, September and November.