



**Tourism North Annual General Meeting Minutes
May 30th, 2013, 1:30 pm
Thompson Regional Community Centre**

Present: Betty Landego, Thompson Unlimited (TN Board)
Charlene Grant, CF North Central Development (TN Board)
Bunny Burke, CF Greenstone (TN Board)
Shawn McKinney, Town of The Pas (TN Board)
Douglas Genaille, CF Cedar Lake (TN Board)
John Clark, CF Greenstone
Lori Nelson, CF Greenstone
Darryl Villeneuve, MB Tourism Secretariat
Colin Ferguson, Travel MB
Bridgette Sandron, Travel MB
Mark Clarke, Travel MB
Tanna Teneckye, Heritage North Museum
John Burrows, City of Thompson Rec Dept.
Chuck, Manitoba Chamber of Commerce
Brock Weir, Calm Air
Eugene Laroque
Merv Gunter, Frontiers North Adventures
Colleen Smook, McCreedy Campground
Steve Grandbois, Nickel City Motors / Sasqiu Rapids Lodge
Marion Morberg, Spirit Way
Volker Beckmann, Spirit Way

1. CALL TO ORDER

Meeting called to order at 1:35 pm by Chairperson Betty Landego.

2. ROLL CALL

Roundtable introductions.

3. APPROVAL OF AGENDA

**MOTION: Moved by Bunny Burke to approve agenda. Second by Charlene Grant.
CARRIED**

4. APPROVAL OF PREVIOUS MINUTES (June 2012)

**MOTION: Moved by Shawn McKinney to approve June 2012 meeting minutes. Second by Bunny Burke.
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.

**MOTION: Moved by Shawn McKinney to approve Chairperson's report. Second by Bunny Burke.
CARRIED**

5.2 Coordinator Report

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

Report included as an attachment to meeting minutes.

**MOTION: Moved by Bunny Burke to approve Coordinator report. Second by Shawn McKinney.
CARRIED**

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 had a deficit this year, offset by surplus from last fiscal year. Tourism North receives an annual operating grant in the amount of \$35,000 from the MB Tourism Secretariat and this year \$69,286 was allocated to Tourism North as in-kind from partners.

One correction was noted to the financials - "Grant – Travel Manitoba" should be changed to "MB Tourism Secretariat, Department of Culture, Heritage, Tourism".

Unaudited financials included as an attachment to meeting minutes.

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

5.4 Nominating Committee Report

Betty Landego explained the nominating process and positions (Chair, Vice Chair, Treasurer and Secretary) and thanked all for holding their executive positions in the past fiscal year. Each of the members on the Executive identified they would let their name stand for each respective position (Betty Landego as Chair, Bunny Burke as Treasurer and Charlene Kissick as Secretary).

6. TOURISM NORTH MEMBERSHIP

The board currently consists of representatives from:

Thompson Unlimited (Betty Landego)
Community Futures North Central Development (Charlene Grant)
Community Futures Greenstone (Bunny Burke)
Community Futures Cedar Lake (Douglas Genaille)
The Town of The Pas (Shawn McKinney)

Tourism North has identified restructuring the board as a priority during the strategic planning session with the purpose of increased involvement from communities and sectors.

7. ELECTION OF OFFICERS

7.1 Chairperson

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

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 Douglas Genaille.

CARRIED

BETTY LANDEGO was acclaimed as Chairperson.

7.2 Vice Chair

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

CARRIED

Betty called for nominations from the floor for the Vice Chairperson position (three times):

MOTION: Moved by Bunny Burke to nominate Shawn McKinney for the position of Vice Chairperson. Second by Douglas Genaille.

CARRIED

MOTION: Moved by Charlene Grant to nominate Douglas Genaille for the position of Vice Chairperson. Second by Bunny Burke.

CARRIED

Betty called for a Motion to close nominations.

MOTION: Moved by Bunny Burke to close nominations for the position of Vice Chairperson. Second by Shawn McKinney.

CARRIED

DOUGLAS GENAILLE was voted in as Vice-Chairperson.

7.3 Treasurer

MOTION: Moved by Shawn McKinney to open nominations for the position of Treasurer. Second by Douglas Genaille.

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 Shawn McKinney to close nominations for the position of Treasurer. Second by Charlene Grant.

CARRIED

BUNNY BURKE was acclaimed as Treasurer.

7.4 Secretary

MOTION: Moved by Shawn McKinney to open nominations for the position of Secretary. Second by Bunny Burke.

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 Douglas Genaille

CARRIED

CHARLENE GRANT was acclaimed as Secretary.

8. 2013 / 2014 OPERATING PLAN

The Tourism North board of directors met on May 29th for a facilitated strategic planning session to identify objectives over the next five years that would align with the six key goals relating to the Rural Regional Tourism Initiative were noted as follows:

1. Corporate (governance, admin, etc)
2. Industry Engagement and Enhancement
3. Development – Products & Experiences
4. Visitor Services
5. Training
6. Marketing

This session was facilitated by Jason Denbow and was funded by the MB Tourism Secretariat. A full report on the session will be prepared and then used to create the 2013/2014 Operating Plan.

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

- a. Corporate: Bylaw amendments, membership drive, CFNCD contracted as coordinator
- b. Industry Engagement & Enhancement: Annual memberships, TMB partnerships, TMB branding, promote value of tourism
- c. Development: winter tourism enhancement, snowmobile trail development, Grass River signage project

- d. Visitor Services: social media development, regional guide, regional itineraries, CFG lodge directory
- e. Training: referrals to existing training, identify needs in the north, investigate delivery of training targeted at youth
- f. Marketing: submit nominations to MB Tourism awards, utilize TMB online marketing opportunities

9. OPEN AGENDA

Colleen Smook:

Owns and operates McCreedy Campground in Thompson, expanded to 55 sites and is typically full. Majority is local people and those travelling to Churchill in the fall. Is interested in increasing visitors stay in the Thompson area shouldering the Churchill trips. Also offers parking.

John Clarke, CF Greenstone:

John is new to development officer position with Community Futures Greenstone. Will be working closely with lodge owners to prepare a directory of northern lodges and outfitters. Flin Flon Trout Festival is coming up, as is Culture Days and Flin Flon's 80th anniversary.

Steve Grandbois:

Owns Nickel City Motors in Thompson and recently purchased Sasagiu Rapids Lodge on Hwy 6, plans to renovate in August and open September 1st. Is an avid snowmobiler and interested in trail expansion (Snow Lake and Gillam to Churchill). Suggested Bipole III could be opportunity for trail expansion.

Tanna Teneycke:

Director at the Heritage North Museum in Thompson / TMB Visitor Centre. Noted the value of participating in the TMB training offered to Visitor Centre staff to familiarize with tourism across MB. Noted that 4,000 visitors signed her guestbook last year.

John Burrows:

Director of Recreation at the City of Thompson, new to Thompson from Northwest Territories. Noted renovations taking place at MacLean Park (including addition of permanent stage), Thompson Regional Community Centre is new addition to Thompson and allows for improved events, etc. The Canada Day Celebration in Thompson has been growing and now includes a Folklorama piece, put together by a committee of volunteers and City staff.

Brock Weir:

Attending on behalf of Calm Air. Interested in Tourism North and regional marketing focus and project work. The airline now has 7:00 am jet service to Winnipeg.

Marion Morberg:

Chair of the Thompson Spirit Way group, part of Aboriginal Art Centre group and Thompson Tourism Committee. SW is looking to develop a children's adventure park at the aviation tribute near the Burntwood Bridge. Is a two-year project and includes a slide, playzones and picnic area and is anticipated to cost \$240,000. Continues to work on the Wolf Enclosure as part of the Boreal Discovery Centre.

Volker Beckmann:

Coordinator for Thompson Spirit Way. Has been working on 12-14 different wolf initiatives, \$914,000 invested in Thompson tourism over the last 7 years.

Merv Gunter:

Owner of Frontiers North Adventures in Churchill, has partnered with SW and Thompson on a number of initiatives and feels there is much potential in Thompson to add to a link to Churchill.

Eugene Laroque:

Owner of buffalo farm and also produces honey. Is a new member to SW and is interested in setting up as a tourism operator.

Shawn McKinney:

Is the economic development officer for the Town of The Pas. The Pas has created a new visitor information guide and set up a new tourism committee. Participates on Tourism North board representing The Pas.

Clint Sawchuk:

Owner of new tourism operation based out of Gillam called Nelson River Adventures. Offers tours to Port Nelson and York Factory via jet boat. Also offers tours of Kettle Dam and Gull Rapids. His website is currently being built and this summer will officially launch business. Wildlife is abundant on the trip to York Factory (polar bears, seals, belugas, wolves, black bear, eagles, etc). Also indicated an interest in the Thompson to Gillam, Churchill snowmobile connection. Indicated an identified demand.

10. NEXT MEETING

The next Tourism North meeting was scheduled for August 22nd, 2013 with the AGM to happen in May 2014.

11. ADJOURN

Meeting adjourned at 3:30 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 2012 Northern Golf Adventure Passport, Nextstop Magazine, Winter Passport, Things to Do poster, Cinnamon Bun Trail brochure, and website. TN participated in the RTAs, DMOs & Travel MB facilitated session. These are just some of the projects we have worked on. Our members have also been showcasing northern Manitoba throughout North America.

This is my third year on the Tourism North Board, each year continues to be busier than the year before working on projects at hand and being visionaries of new and exciting projects. North of 53rd in Manitoba has many opportunities and we will continue to build the tourism industry one step at a time.

Tourism North is committed to continue to build existing partnerships and new partnerships throughout Manitoba. Thank you to all our partners. Tourism North is looking forward to another exciting year of partnerships and tourism.

Thank you to Charlene Grant, our Administrator for her excellent work. As her report shows, the past year has been busy, and I anticipate 2013 -2014 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.

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 May 2013 AGM. The report outlines CFNCD's tasks completed in relation to Tourism North projects and initiatives for the 2012/2013 fiscal year.

CFNCD was pleased to work with Chairperson Betty Landego and the full Tourism North board during the 2012/2013 fiscal year and would entertain a renewed contract in the 2013/2014 fiscal year should the board so wish.

COORDINATOR POSITION:

Tourism North, requiring a partner to provide project coordination, contracted Community Futures North Central Development in the 2012/2013 fiscal year. The coordinator was responsible for marketing and promotional activities and product development 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 June 2012 that outlined the agreement made between the two organizations. In the 2012/2013 fiscal year CFNCD billed a total of 500 hours at a rate of \$35 per hour. This exceeded the maximum noted in the Letter of Understanding and in February 2013 CFNCD submitted a proposal to Tourism North with a sheared down workplan for the months of February and March. The proposed plan was approved by the board and work continued on compulsory tasks.

A total of 81 hours were allocated as a Tourism North in-kind contribution by CFNCD, it is expected this total is much greater than 81, it was just not recorded.

2012/2013 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 2012/2013 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 (Reusable Shopping bags)
- Participation in Tourism Secretariat RTA meetings
- Tourism North meeting coordination
- Attending industry events and training
- Participation in Thompson Tourism Committee meetings
- Meeting coordination for all regular board meetings (10)
- Meeting prep and coordination for 3 public meetings (Flin Flon, Snow Lake and The Pas)

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)
- Proofing Nextstop, distributing proof to Tourism North members, providing feedback (2012)
- Compiling distribution list (2012)
- Contacting Travel Manitoba regarding Nextstop (2012)
- Drafting a press release for Nextstop (2012)
- Designing Tourism North ad for Nextstop and Northroots Magazine

WEBSITE:

- Regular maintenance and updating of the Tourism North website www.visitnorthernmanitoba.ca.
- Monitoring Tourism North's membership with Google Analytics to track traffic to the site. During the 2012/2013 year, 10,900 visitors viewed pages within the Tourism North website over 29,780 times.
- Compiling monthly and annual website stats reports
- Coordination of updates to the site (this year was the addition of the Northern MB Golf Adventure Passport info). A button was on the homepage leading to a landing page with contest information.
- Responding to requests for information, this year 49 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 and from Ontario) 8 requests for information came from the United States and internationally requests came from 5 different countries including Russia, Pakistan, Ukraine, India and Brazil.



PRINT ADVERTISING:

Prepared Tourism North advertisements for the following publications and coordinated 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. Thompson Trailbreaker's snowmobile map

THINGS TO DO IN THOMPSON:

- Designing *Things to Do In Thompson* poster for Thompson Tourism Committee
- Developing regional project concept proposal
- Designing *Things to Do In The Pas* and *Things to Do In Flin Flon* posters
- Various meetings and phone calls proposing the idea to communities

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 zoo in northern Manitoba, are there campsites at Kwastichewan Falls, are there canoe rentals, etc.)

NORTHERN GOLF CONTEST:

- Working with ad-hoc committee to draft concept for the contest
- Designing draft participation board, all advertising and passport
- Various ad-hoc meetings and discussions with golf clubs, potential sponsors, Travel MB, etc.
- Securing sponsors, Liaise with golf clubs & media
- Preparing and submitting proposal to Province of MB for project funding
- Project coordination throughout duration of contest
- Reporting

CINNAMON BUN TRAIL:

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

TRAINING / PLANNING:

- Participation in Travel MB EQ Training in September 2012
- Participation in Travel MB, RTA & DMO facilitated session in November 2012
- Various conference calls regarding change in Rural Regional Tourism Initiative guidelines

WINTER PASSPORT:

- Drafting concept and timeline
- Seeking interest from stakeholders for advisory committee