

RED RIVER NORTH TOURISM

MINUTES: ANNUAL GENERAL MEETING #2

6:30pm, Wednesday, March 27, 2019

Gaynor Family Regional Library Theatre
806 Manitoba Avenue, Selkirk Manitoba

IN ATTENDANCE:

President: Lois Wales, Community Volunteer, Selkirk

Executive:

Lenora Klassen, Community Volunteer, Selkirk; *Treasurer*

Marilyn Williams, Community Volunteer, St Andrews; *Secretary*

Laurel Sarginson, Owner, Evergreen Gate B & B, St Andrews; *Past President*

Directors:

Terry Neplyk, Consultant, St Clements

Rob Sarginson, Chair, Red River North Regional Heritage Group; *Chair, Heritage and Culture Committee*

Robert Turner, Community Volunteer, St Andrews

Ex Officio:

Tourism Advisor:

Gail McDonald, Interlake Tourism Association

Municipal Appointees:

Sandra Strang, Councillor, RM St Clements

Kristin Hoebee, Councillor, RM St Andrews

Municipal Staff:

Vanessa Figus, Marketing and Communications Coordinator, City of Selkirk

GUESTS:

Her Worship Joy Sul, Mayor, RM St Andrews

Her Worship Debbie Fiebelkorn, Mayor, RM St Clements

His Worship Larry Johannson, Mayor, City of Selkirk

MEMBERS:

See attached list

NON-MEMBERS:

See attached list

REGRETS:

Darlene McArdle, St Clements Heritage Committee; *Chair, Membership Committee*
Member, C. Skonberg, St Andrews Airport Inc.

Brook Jones, River City Photography; Editor, Selkirk Journal

Teresa Howell, Recreation Director, RM St Andrews

Dave Horbas, Councillor, RM St Clements

Ken Kuryliw, Director Library Services, Gaynor Family regional Library, Selkirk

Roberta Anderson, Communications Coordinator, RM St Clements

Jerry Culleton, St Andrews Realty; *1st Vice President;*

Marlena Muir, Community Volunteer, Selkirk; *2nd Vice President; Chair, Product and Service Development Committee*

PROGRAM

The Mayors of the three municipalities addressed the gathering providing their thoughts on the important role of tourism in the community.

MAYOR JOY SUL, RM OF ST ANDREWS:

- The Mayor began by stating the importance of Tourism to the local economy: restaurants, gas, and many others benefit. Employment opportunities are provided.
- The Heritage Centre (the Rectory), originally built to house the family of the Church's rector is now a national historic site as is St Andrews on The Red.
- She noted the closure of Kennedy House was a severe loss to the local tourism industry. Discussions with the Province on this matter are slated to reopen soon. The house presents a unique situation in Manitoba as it is a Provincial building on Crown land. Similar structures in British Columbia may provide some guidance and it is hoped there will be some motion forward in the near future.
- Markets play a significant role in attracting visitors. Over 1000 attend the Locks Market each summer weekend and other markets, such as the one in Petersfield, are equally successful.
- St Thomas Church is being renovated into offices but the historic exterior will be retained.
- Skinner's will celebrate their 90th anniversary the weekend of May 25 & 26.
- Mayor Sul thanked Rob Sarginson and the heritage group for all their hard work noting that 2020 will be a big year. Various historic opportunities are being researched for celebration, family histories in particular.
(Speaking notes are attached for reference.)

MAYOR LARRY JOHANNSON, CITY OF SELKIRK:

- Voiced his enthusiasm for the growth taking place in the area, such as the new subdivision in development.
- He also noted the changes to the gas tax will have a significant impact on the local region and will result in more dollars flowing to municipalities.
- He complemented RRNT on the web site, saying he was completely impressed by its content and presentation.
- Johannson continued by noting the importance of fishing to the community and how it draws visitors. He stated that everyone benefits from tourism.
- He also commented that while we are blessed to have huge amenities in Winnipeg which draw visitors from all around the world, we have a tremendous opportunity to tag onto these tourists, inviting them to spend a day in our region. He felt partnerships with tour operators were key to success.
- He stated that as area residents, people tend to take so many of the local features for granted. However these are of tremendous interest to visitors. We have so much to offer the visiting tourist.
- The CBC production *Burden of Truth* has been renewed for a third season and is another opportunity that is not to be missed. Perhaps surprisingly, it is a number one show in the United Kingdom! The movie business continues to boom in Selkirk and another major motion picture is slated to film on Manitoba Avenue in June.
- Johannson urged RRNT to continue to seek opportunities wherever possible and congratulated the volunteers for all their efforts over the past number of years since assuming responsibility for tourism initiatives.

MAYOR DEBBIE FIEBELKORN, RM OF ST CLEMENTS:

- Mayor Fiebelkorn opened her remarks by acknowledging Treaty One Territory.

- She explained the Municipality is large: extending from Bird's Hill north to Grand Marais, with the Red River and Lake Winnipeg forming the western boundary. She noted it is a very irregularly shaped area.
- The Mayor highlighted various features: some of Manitoba's greatest beaches, several provincial parks and numerous other attractions such as the mill stone from Gunn's Mill; the East Beaches Heritage Wing displays the past present and future of the area. It attracts close to 12,000 visitors each year and has won several awards; The Old Stone Church, designed and built 1853-54 was the home church of Chief Peguis, friend and benefactor of the Red River Settlers.
- She noted that Heritage and Tourism go hand in hand. There are many places of interest throughout the Municipality and a list is available on the RRNT web site.
- The Trans Canada Trail and other multi use trails are available.
- Some of the best fishing is possible on the river and at the lake. It is recognized that over the last few years the number of ice fishers has grown and more access points along the river have been established to meet their needs.
- The region boasts a range of four season outdoor activities available. This is a source of pride for residents.
- Fiebelkorn thanked the RRNT Board and volunteers. She indicated the Art and Garden Tour was a wonderful addition to the opportunities in the area.
- In closing she thanked RRNT for opportunity to speak.
(Speaking notes are attached for reference.)

The business meeting followed immediately.

WELCOME AND CALL TO ORDER

The Chair welcomed all present to the meeting, acknowledged local dignitaries in the audience, and introduced the Board of Directors.

Special thanks were extended to the Library staff for the continuing support of Red River North Tourism endeavours.

1. Approval of Agenda

The President called for approval of the Agenda:

MOTION:

To approve the Agenda as presented.

Moved: T Neplyk

Seconded: L. Sarginson

Carried

2. Minutes: Annual General Meeting #1, 15 March 2018

The President called attention to the Minutes from the first Annual general Meeting held 15th March 2017, as circulated.

MOTION:

To approve the Minutes of the Annual General Meeting held 15 March 2018, as circulated.

Moved: Bob Turner

Seconded: Peggy Acheson Bainard

Carried

3. **President's Report**

President Lois Wales thanked the municipalities for their continuing support, indicating the Annual Report was posted on the web site and has been presented to Councils. She noted the many strong community partnerships that have been forged in the past and reported that new ones were developing, such as the assistance of the Horticultural Society with the 2019 Garden and Art Tour.

Other topics touched upon included:

- Conventions opportunities
- Metis Society grant for summer staff
- History and heritage provide many important attractions. RRNT will continue to advocate for Kennedy House. The on-line petition reached over 12,000 viewers and more than 3000 signatures were collected.
- David Obierek and Louise Machinski were thanked for their participation at the Ice Fishing Show. The show has been booked for next year.
- Gordon Howard Centre will be 40 and are applying to host the Seniors' Games. RRNT will support their bid.
- Partnership with Holiday Alley will continue. This has become one of the top winter festivals in Manitoba.
- The Marine Museum continues to seek new fundraising opportunities. Currently the Museum is on flood watch.
- RRNT is hiring a bookkeeper to assist with financial matters.
- Robert Turner was thanked for his outstanding blog spot: *Red River Reasons*.
- Marketing remains the key to progress and the web site is an important component of the marketing program. Kayla Parke-Wilson was thanked for her continued work on the web site and Facebook, and for developing the RRNT you tube channel.
- Planned regional development adds to the attraction of the community. (region)
- The Garden and Art Tour was a great success for a first-time effort. More than 4000 interested visitors were reached through Facebook.
- Inclusion Selkirk is another important partner and new opportunities are being explored to grow cooperative involvement with that organization.
- Movie sites are an untapped potential that must be pursued, possibly through a self-guided walking tour.
- A fashion show of fishing wear and gear is another idea under consideration. As is a film festival of regional filmed movies. This could run in late winter after the ice fishing season has closed.
- Selkirk Biz and RRNT are partnering to present the 2019 Santa Parade.

Wales noted that RRNT continues to work closely with Interlake Tourism Association and Gail McDonald was thanked for her many years of advice and counsel.

Wales clearly stated that all tourism initiatives do not have to be implemented by RRNT. Other groups can and should be involved. She noted that 2020 will be a big year with the 350th anniversary of the Hudson's Bay Company and the 150th anniversary of the province of Manitoba. With those milestones in mind, Parks Canada and the Earl of Orkney are two potential program partners RRNT is pursuing.

Wales closed by stating that as tourism grows so does the community. Pride, partnership, and the pulling of people together will continue to make good things happen. RRNT is a volunteer Board and many hands make light work. New ideas are always welcome. No matter the season there are always Red River reasons.

MOTION:

To accept the President's Report as delivered.

Moved: L. Wales

Seconded: L. Machinski

Carried

4. Treasurer's Report

L. Klassen reviewed the 2018 Revenue and Expense Statement. The Statement was available on the web site and had been circulated to all members and invitees prior to the meeting.

MOTION:

To accept the financial report as circulated.

Moved: L. Klassen

Seconded: L. Machinski

Carried

5. Appointment of the Financial reviewer

An Audit is not required and D. J. Sigmundson, CAO of the RM of St. Clements has again agreed to review the finances of the organization at no charge.

MOTION:

To approve appointment of D.J. Sigmundson as the Financial Reviewer for 2019.

Moved: L. Klassen

Seconded: R. Turner

Carried

6. Membership Report

D. McArdle was unable to be in attendance to give the report. L. Wales indicated that someone will be hired on a short-term contract to conduct a membership drive in the spring or early summer.

7. Election of Officers

Gail McDonald chaired the Election of Officers.

Two Director at Large positions were available as well as the position of Treasurer as Lenora Klassen was stepping down.

NOMINATION:

To nominate Patti Tomko as a Director-at-Large.

Moved: M. Williams

Seconded: L. Sarginson.

Mrs. Tomko agreed to allow her name to stand. No further nominations were received and nominations closed at the third call.

Patti Tomko was elected to the Board as a Director at Large by acclamation.

No nominations were received for the position of Treasurer. The Secretary, M. Williams, agreed to act as Treasurer until the position could be filled.

There was consensus that M. Williams act as Treasurer for an indeterminate interim period.

8. Interlake Tourism Report

G. McDonald reported the guidebook was in the final stages and that both it and the map will be ready for tourism season.

Applications for the members grant program to new events or additions to an existing event. Grants are matching and can be up to \$2,500. The submission deadline is April 12th and the application is on the ITA website.

The Interlake Tourism AGM is next week. Colin Ferguson from Travel Manitoba will speak. A part-time admin person – Todd Scott from Grand Marais – has been hired to free Gail to do more community liaison. Todd is very familiar with the area.

McDonald outlined the co-op advertising opportunities available through ITA and encouraged anyone interested in placing advertising to speak with her directly.

She noted that a Southern Ontario travel magazine offered print and digital advertising placements for the Interlake. Three months of visual promotion in the heart of Toronto has been secured for about \$3,000.

9. Announcements of Interest from the Floor

Peggy Bainard Acheson reported that discovery day for the Brokenhead Trail was scheduled for June 22 from 10:00am to 2:00pm. Guided tours of the trail and hot dogs will be available.

Joyce Neyedly reported that the 53rd Highland Gathering will be held June 22 and 23 at Legacy Park in St Clements. A pipe band competition and horseback archery will be added to the program. The event will include a gathering of the Clan Sinclair: approximately 168 family names with about two dozen from the RRNT region. The Chieftain will be here from Scotland. Costumes from various periods of Scottish history are invited and Manitoba Living History will also be in attendance.

Carolyn Weiss reported that Friends of Lower Fort Garry will host a Harvest Market complete with food trucks, costume period interpretation, and a farmers market. *Glitter by the River* is a social event planned for August 17th to raise funds for a scholarship at the Selkirk Regional High School.

Irene Foster reported that while the petition and appeals regarding Captain Kennedy House have raised the profile of the issues, nothing is being done. The Queen has responded to correspondence sent to here but the Ministers of the Province are the ones who must act.

Laurel Sarginson expressed appreciation to Lenora Klassen for her effort and support in serving as Treasurer.

MOTION:

To adjourn.

Moved: L. Machinski

Opportunity for networking followed.

Minutes approved ___ as circulated

___ with amendments to be reflected in the minutes of Annual General Meeting Meeting #3, March 2020 (date to be determined).

President _____ Date _____

Secretary _____