

RED RIVER NORTH TOURISM

MINUTES: ANNUAL GENERAL MEETING

5:30pm, Thursday, March 15, 2018

Gaynor Family Regional Library Theatre
806 Manitoba Avenue, Selkirk Manitoba

IN ATTENDANCE:

President: Lois Wales, Community Volunteer, Selkirk

Executive:

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

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

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:

Dan Lester, Executive Director, Red River North Trails Association

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

Terry Neplyk, Consultant, St Clements

Brook Jones, River City Photography; Editor, Selkirk Journal

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

Darlene McArdle, St Clements Heritage Committee; *Chair, Membership Committee*

Ex Officio:

Tourism Advisor:

Gail McDonald, Interlake Tourism Association

Municipal Appointees:

Ray Frey, Councillor, RM St Clements

Dave Sutherland, Councillor, RM St Clements

Municipal Staff:

Vanessa Figus, Marketing and Communications Coordinator, City of Selkirk

Teresa Howell, Recreation Director, RM St Andrews

Roberta Anderson, Communications Coordinator, RM St Clements

GUESTS:

Kyle Irving, Executive Producer, Eagle Vision

COMMUNITY MEMBERS:

See attached list

REGRETS:

Joy Sul, Councillor, RM St Andrews; Municipal Appointee

PROGRAM

Kyle Irving, Executive Producer, Eagle Vision, addressed the gathering, providing an overview of the importance and benefit of film production to the region.

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: M. Muir

Seconded: R. Sarginson

Carried

2. Meeting Notes: November 2016

The President called attention to the Meeting Notes from the Tourism Stakeholders Forum held 4th November 2016, as circulated.

The President noted that approval of the meeting notes was not required as they predated the constitution and were included in the AGM package for information and reference only.

3. Approval of the Strategic Plan

The Draft Strategic Plan was introduced and sections highlighted.

MOTION:

To approve the Strategic Plan as presented.

Moved: T. Neplyk

Seconded: M. Muir

Carried

4. President's Report

The Chair indicated that the Annual Report is posted on the web site and has been presented to Councils noting that this is the inaugural AGM prior to this there were Stakeholder's Forums.

We are now a registered organization and the Strategic Plan was developed. RRNT continues to work with Travel Manitoba and Interlake Tourism Association as well as many community partners such as the Library, Community Arts Centre, Friends of Lower Fort Garry, Selkirk Biz, *Homes for the Holidays*, and Community Living.

Cheryle Bacon and Community Living Selkirk were thanked for their willingness to explore new possibilities with RRNT though delivery of materials to our information racks in St Clements.

A Fire Chiefs convention will be held in the region this coming May and it is hoped this is the first of many conferences. The Chair thanked Selkirk Transit for partnering in this endeavour.

Production of summer and winter fishing videos will be on YouTube soon and on the RRNT and Travel Manitoba web sites.

A *Garden and Art Tour* event is planned for July. Beautiful gardens will be teamed up with local artists to encourage summer tourism.

Ours highlighting locations and a film festival of movies shot here.

A mural project is underway with the first mural completed by the end of March.

2020 will be the 350th anniversary of the Hudson's Bay Company. RRNT is working with the Earl of Orkney to possibly bring tours of Orcadians here for that celebration.

The President then invited everyone to participate in promoting the region and contributing ideas for new tourism products.

MOTION:

To accept the President's Report as delivered.

Moved: L. Wales

Seconded: L. Machinski

Motion Carried

5. Treasurer's Report

L. Klassen reviewed the Revenue and Expense Statement.

MOTION:

To accept the financial report as presented.

Moved: L. Klassen

Seconded: J. Culleton

Carried

6. Appointment of the Financial reviewer

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

MOTION:

To approve appointment of the Financial Reviewer.

Moved: L. Klassen

Seconded: D. McArdle

Carried

7. Nominating Committee Report

M. Muir brought forward Robert Turner of St Andrews as a nominee for the vacant position of Director-at-Large.

The President called for nominations from the floor. There being none **R. Turner was elected by acclamation.**

8. Interlake Tourism Report

G. McDonald opened her remarks by stating she was proud of RRNT and what has been achieved; noting there is great potential that has not been recognized before.

The Value of tourism is clear. The Provincial government has realized increasing income. The \$2 billion mark is the aim for 2020. Just under \$1.9 billion had been reached in 2017.

McDonald provided some of the currently available statistics from Travel Manitoba: in 2014, 12% of visitors to Manitoba came to the Interlake – approximately 1.36 million. Overnight stays requires dedicated attention to encourage growth.

Other nuggets she shared included:

- Travel from the USA has dropped due to the expense of passports
- Occupancy rate of 70% is the make or break for most hotels.
- Airport use is up from national travel.

ITA's 2018 Travel Guide will be out by end of March with a revamped map. 25,000 copies will be printed.

Use of geocoins will continue and these are highlighted in the tourism guide.

A training session is planned and will be held at the Canalta Hotel later this month.

The marketing campaign was outlined. Ads draw people to the web site. Various domains are used to track traffic to the site from the ads. Radio stations are seeking advertising.

Web site development and photography of winter activities is underway.

A new grant will be announced at the ITA AGM on the 22 of March.

In closing Gail stated that this group of volunteers has done much over the past five years to bring in more business and appealed to municipalities to return their funding to the levels of commitment seen in years past.

8. Announcements of Interest from the Floor

Peggy Bainard Acheson stated that the Brokenhead Wetland will be open from the May long weekend to the end of October and invited everyone to explore the web site for additional information: <http://www.debwendon.org/wordpress/>.

Evelyn McBean reported that interpretive boards were being replaced at the St Andrews Rectory and exhibits were being updated. New programming is planned for the summer.

Sheri Skalesky of the Selkirk Biz indicated the "State of the Region" address would be held next Wednesday. Tickets would be on sale until Monday.

The Selkirk Foundation will be releasing their report on Vital Signs of the Community at Selkirk Untied Church on April 18th. Call the Foundation for information.

Holiday Alley will return this winter with lots of new ideas and new volunteers.

Darlene McArdle reported that on-line membership was now available and encouraged everyone to renew or join RRNT. Membership supports tourism efforts on many fronts.

Gail McDonald announced that the *Unlocked* exhibition was showing at the Manitoba Museum, through to October 9th.

Bonnie Riddell of Wild West Ranch raised concerns regarding the Red River North Planning Board and the difficulties in running businesses, noting this can affect tourism.

The President adjourned the Meeting at 7:02pm

Opportunity for networking followed.

Minutes approved ___ as circulated

___ with amendments to be reflected in the minutes of Annual General Meeting Meeting #2, March 27, 2019.

President _____ Date _____

Secretary _____