



RED RIVER NORTH TOURISM

MINUTES: ANNUAL GENERAL MEETING #4
7:00pm, Wednesday, March 30, 2022
Via Zoom

IN ATTENDANCE:

For the Board of Directors:

President: Lois Wales, Community Volunteer, Selkirk

Executive:

1st Vice President, Brook Jones, Community Volunteer, Selkirk

2nd Vice President, Bob Turner, Community Volunteer, St Andrews

Treasurer, Merilee Mollard, Community Volunteer, St Andrews

Secretary, Marilyn Williams, Community Volunteer, St Andrews

Directors:

Darlene McArdle, Community Volunteer, St Clements

Rob Sarginson, Community Volunteer, St Clements

Patti Tomko, Poplar Forest Lodge & Campground, St Clements

Municipal Appointees:

Vanessa Figus, Marketing and Communications Coordinator, City of Selkirk

Kristin Hoebee, Councillor, RM St Andrews

Sandra Strang, Councillor, RM St Clements

Non-voting Ex Officio:

Brenna Philp, Recreation Manager, RM St Clements

Teresa Howell, Recreation Coordinator, RM St Andrews

Gail McDonald, Hospitality Plus Tourism Training

Anna Fryza, RRNT Bookkeeper

Meredith Boerchers, RRNT Tourism Coordinator

MEMBERS:

Shirley Muir, Hook & Tassel

Jacques Bourgeois, Oak Hammock Marsh

Carol Danwich, Friends of Old St Jude's Church

NON-MEMBERS & GUESTS:

Steve Boyd, Graphic Designer

Katelyn Boulanger, *The Selkirk Record*

Debbie Fiebelkorn, Mayor, RM St Clements

Jennifer MacKenzie, Cambrian Credit Union

Garry Marshall, EDO, RM St Clements

Shaylene Nordal, Manitoba Marine Museum

Fraser Stewart, Red River North Heritage

Joy Sul, Mayor, RM St. Andrews

Melissa Van Soelen, Interlake Tourism Association

ABSENT DIRECTORS:

Sean Johnston, Harvester Outdoors, Selkirk
Brent Bayluk, World of Water, Selkirk
Ken Kuryliw, Gaynor Family Regional Library, Selkirk

REGISTERED BUT NOT IN ATTENDANCE:

Robert Belanger, Councillor, RM St. Clements
Jan Dornian, artist
Craig Giesbrecht, Cambrian Credit Union
Tracy Mainland Kramble, Lockport
Anugrah Patel, videographer
Craig Skonberg, St Andrews Airport Inc.
Dave Sutherland, Councillor, RM St Clements
Phoebe Ann Thomas, Friends of Old St Jude's Church

CALL TO ORDER

1. Welcome and Introductions

The President welcomed all to the meeting, acknowledged Mayors and Councillors present, introducing members. Guests were welcomed and retiring Directors Ken Kuryliw and Laurel Sarginson were acknowledged for their many years of service to the organization.

B. Jones explained the voting procedure.

2. Approval of the Agenda

The Chair called for approval of the Agenda.

MOTION:

To approve the Agenda as circulated.

Moved: M. Mollard

Seconded: B. Jones

Carried

3. Approval of Minutes:

a) *Minutes: Annual General Meeting #3, held 24 March 2021.*

MOTION:

To approve the Minutes of Annual General Meeting #3: 24 March, 2021, as circulated.

Moved: M. Mollard

Seconded: B. Jones

Carried

b) *Minutes: General Meeting of the Membership, #2, held 09 October 2022.*

MOTION:

To approve the Minutes of the General Membership Meeting, held 09 March 2022 as circulated.

Moved: B. Turner

Seconded: B. Jones

Carried

4. President's Message

The President reported on the activities of the past year, highlighting accomplishments with the Garden & Art Tour video production and noting the organization is embarking on a new phase of engagement.

Wales noted the uptick in social media and thanked Meredith Boerchers, Tourism Coordinator for her efforts in this regard.

Wales then provided an overview of activities under development for the coming year. Several new initiatives are contemplated along with a return to other events and activities that have been paused due to the pandemic.

The President's message will be posted on the RRNT website.

The President officially launched the new website and logo. Meredith Boerchers provided a brief walk-through review of the site on screen.

5. Treasurer's Report

a) 2021 Financial Report

M. Mollard reviewed the 2021 Finances. RRNT accomplished all of the planned program in 2021. Two students were hired through the MMF grant program and worked hard all summer. Mollard thanked Cambrian Credit Union for their support of the Virtual Garden & Art Tour. A copy of the financials has been sent to the three municipalities along with a request for the same funding support. It is hoped the organization can maintain a balance of \$20,000 or more as retained earnings. RRNT has applied for numerous grants. The Selkirk Renewal Corporation grant has been received. We are awaiting response to several other applications.

MOTION:

To accept the 2021 Financial Report as presented.

Moved: M. Mollard

Seconded: B. Jones

Carried

b) Appointment of the Financial reviewer

An Audit is not required at this time. Chad Sheppard has again agreed to review the finances of the organization for a nominal fee.

MOTION:

To appoint Chad Sheppard to provide Notice to Reader Review for 2022.

Moved: M. Mollard

Seconded: B. Turner

Carried

6. Presentation

Video Preview: 2021 Virtual Garden & Art Tour

While the in-person program could not proceed in 2021 in partnership with Cambrian Credit Union and the Selkirk & District Horticultural Society the Committee produced a virtual tour featuring public and private gardens, a number of artists, an author, and youth musicians. The video also includes custom advertising for local area businesses.

A sample clip of the tour was presented. The entire video is approximately one and a half hours in length. The video will be available free of charge to all interested and will be used to promote the 2022 Tour.

7. Keynote Presentation

The Chair introduced Shirley Muir. Muir noted the difference between the first Holiday Alley and the last two years where it was a completely virtual event. Encouraging people to dance in the streets was a key component of the celebration this past year.

The last two years provided many lessons to learn and be open to new ideas. The community really responded. There were three specific lessons: a funder dropping out about two weeks before the event launch, the giant tent booked for the waterfront venue cancelled a week before, Covid rules were changing. The MMF and Standard Electric, a Métis business stepped up. The City of Selkirk opened the doors to the Ag building in Selkirk Park. Volunteers decorated. Gellers cleared snow. It is a wonderful space and now we know it could be used again for others events. A safety plan was created in consultation with the local Health Inspector. Good lessons were learned about cooperative effort. Partnerships were and are critical.

Data collection is important. City of Selkirk does not provide dollars but offer services in kind and each dollar in-kind they provide to Holiday Alley generates \$6 in return. Surveys are used to collect data. Prizes are offered for survey participation.

She concluded with an overview of statistics and results from the past year and a cumulative view of the past five years.

She then went on to emphasize the importance of partnerships. Using the Hook & Tassel rack cards, the Travel Manitoba Summer Road Guide, and bag stuffers for the 55+ Games, as examples of partnerships Muir stressed the importance of using materials at hand and re-imagined uses of those items.

The President thanked Muir for her presentation and advice.

There being no further business the President adjourned the meeting.

With the formal business concluded, the Chair invited those present to share announcements of interest.

Sandra Strang enquired regarding locations of venues for the 55+ Games. The municipalities have not had confirmation and would like to be prepared.

A presentation of the Instant Wine Cellar cheque to Friends of St Jude's Church will be scheduled soon.

Minutes approved ___ as circulated

___ with amendments to be reflected in the minutes of Annual General Meeting #5, March 2023 (date to be determined).

President _____ Date _____

Secretary _____