



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

MINUTES

**MONDAY, AUGUST 21, 2023, 2:05 P.M.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

PRESENT: Mayor Greg Dionne
Councillor Dennis Ogrodnick
Councillor Dawn Kilmer
Mona Selanders

Savannah Price, Secretary
Trina Bell, Administrator, Destination Marketing Fund

1. CALL TO ORDER

Mayor Dionne, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0013. **Moved by:** Councillor Kilmer

That the Agenda for this meeting be approved, with the following amendments, and, that the presentations, delegations and speakers listed on the Agenda be heard when called forward by the Chair:

1. Add discussion regarding Summer Shindig Event and Proposed Policy Changes as Item No. 6.2; and,
2. Add discussion regarding Sponsorship Packages as Item No. 6.3.

Absent: Richard Ahenakew

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0014. **Moved by:** Selanders

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held June 29, 2023, be taken as read and adopted.

Absent: Richard Ahenakew

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Destination Marketing Fund Grant Application Form 2023 Northern Lights Casino Thanksgiving Pow Wow (RPT 23-325)

Verbal Presentation was provided by Trina Bell, Administrator, Destination Marketing Fund.

0015. **Moved by:** Councillor Ogradnick

That the following be forwarded to an upcoming City Council meeting for consideration:

1. That the Event Retention Destination Marketing Fund Grant Application from the 2023 Northern Lights Casino Thanksgiving Pow Wow Committee for funding the 2023 Northern Lights Casino Thanksgiving Pow Wow scheduled for October 6 – 8, 2023, in the amount of \$30,000, be approved;
2. That \$30,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Mayor and City Clerk be authorized to execute the Funding Agreement on behalf of The City, once prepared.

Absent: Richard Ahenakew

CARRIED

6.2 Discussion – Summer Shindig Event and Proposed Policy Changes (PRESENTED AT MEETING)

Verbal Presentation was provided by Trina Bell, Administrator, Destination Marketing Fund.

0016. **Moved by:** Councillor Ogradnick

That Administration bring forward a report to amend the Funding Model under Section 3.02 of the Destination Marketing Levy Policy, to increase the minimum number of hotel rooms from 0 to 20 in order to receive the \$1,500 funding.

Absent: Richard Ahenakew

CARRIED

6.3 Discussion – Sponsorship Package (PRESENTED AT MEETING)

Verbal Presentation was provided by Mayor Dionne.

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 2:35 P.M.

0017. **Moved by:** Councillor Kilmer

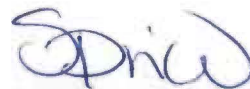
That this Committee do now adjourn.

Absent: Richard Ahenakew

CARRIED



MAYOR GREG DIONNE
CHAIRPERSON



SAVANNAH PRICE
SECRETARY

MINUTES ADOPTED THIS 5TH DAY OF DECEMBER, A.D. 2023.