



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

MINUTES

**WEDNESDAY, OCTOBER 20, 2021, 4:02 P.M.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

PRESENT: Mayor Greg Dionne
Councillor Dennis Ogrodnick
Councillor Don Cody
Mona Selanders

Sherry Person, City Clerk
Jim Toye, City Manager
Melodie Boulet, Administrator, Destination Marketing Fund

1. CALL TO ORDER

Mayor G. Dionne, Chairperson, called the meeting to order.

2. APPROVAL OF AGENDA

0012. **Moved by:** Councillor D. Cody

That the Agenda for this meeting be approved, as presented, and, that the presentations, delegations and speakers listed on the Agenda be heard when called forward by the Chair.

(Richard Ahenakew was absent for the vote.)

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0013. **Moved by:** M. Selanders

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held July 22, 2021, be taken as read and adopted.

(Richard Ahenakew was absent for the vote.)

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Destination Marketing Fund Grant - Final Report Form - 2021 Provincial Field Lacrosse Championship (RPT 21-471)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0014. **Moved by:** Councillor D. Ogrodnick

1. That the Final Report Form for the 2021 Provincial Field Lacrosse Championship Event be approved; and,
2. That the Administrator forward the remaining sixty percent (60%) of the approved funding allocation in the amount of \$3,600 to the Host Committee.

(Richard Ahenakew was absent for the vote.)

CARRIED

6.2 Destination Marketing Fund Grant - Final Report Form - 2021 Northern Men's Amateur Golf Championship (RPT 21-470)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0015. **Moved by:** Councillor D. Ogrodnick

1. That the Final Report Form for the 2021 Northern Men's Amateur Golf Championship Event be approved; and,
2. That the Administrator forward the remaining sixty percent (60%) of the approved funding allocation in the amount of \$2,700 to the Host Committee.

(Richard Ahenakew was absent for the vote.)

CARRIED

6.3 Destination Marketing Fund Grant - Final Report Form - 2021 U16 Provincial Male Softball Championships (RPT 21-472)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0016. **Moved by:** M. Selanders

1. That the Final Report Form for the 2021 U16 Provincial Male Softball Championships Event be approved; and,
2. That the Administrator forward the amount of \$600 to the Host Committee, which represents a Destination Marketing Fund Grant in the total amount of \$2,000, based on hotel rooms booked for the 2021 U16 Provincial Male Softball Championships.

(Richard Ahenakew was absent for the vote.)

CARRIED

6.4 Destination Marketing Fund Grant - Final Report Form - 2021 U12 "A" and "OPEN" Girls North Provincial Championship (RPT 21-473)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0017. **Moved by:** Councillor D. Ogrodnick

1. That the Final Report Form for the 2021 U12 "A" and "OPEN" Girls North Provincial Championship Event be approved;
2. That the Administrator forward the remaining sixty percent (60%) of the approved \$3,000 funding allocation in the amount of \$1,800 to the Host Committee; and,
3. That additional funding in the amount of \$1,500 be approved for the Host Committee based on the confirmed hotel rooms booked for the 2021 U12 "A" and "OPEN" Girls North Provincial Championship, in comparison to other events hosted with similar hotel rooms confirmed.

(Richard Ahenakew was absent for the vote.)

CARRIED

6.5 Destination Marketing Fund Grant Application Form - Prince Albert Grand Council - 2022 Fine Arts Festival (RPT 21-474)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0018. **Moved by:** Councillor D. Ogrodnick

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council for funding the 2022 Fine Arts Festival, scheduled for April 25 - 29, 2022, in the amount of \$7,500, be approved;
2. That \$7,500 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.

(Richard Ahenakew was absent for the vote.)

CARRIED

6.6 Destination Marketing Funding Grant Model (RPT 21-475)

Verbal Presentation was provided by Melodie Boulet, Administrator, Destination Marketing Fund.

0019. **Moved by:** M. Selanders

That Administration bring forward a report regarding a revised Destination Marketing Funding Grant Model based on a ratio specific to confirmed hotel accommodations for consideration at an upcoming Destination Marketing Levy Advisory Committee meeting.

(Richard Ahenakew was absent for the vote.)

CARRIED

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 4:27 P.M.

0020. **Moved by:** Councillor D. Cody

That this Committee do now adjourn.

(Richard Ahenakew was absent for the vote.)

CARRIED



MAYOR GREG DIONNE
CHAIRPERSON



CITY CLERK

MINUTES ADOPTED THIS 15TH DAY OF DECEMBER, A.D. 2021