



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

MINUTES

**TUESDAY, JANUARY 9, 2024, 3:00 P.M.
MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

PRESENT: Mayor Greg Dionne
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

0001. **Moved by:** Kilmer

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

1. Add U15 Boys Community Club Hockey Tournament Application as Item No. 6.5 to be considered after Item No. 6.3.

Absent: Richard Ahenakew and Councillor Ogradnick

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0002. **Moved by:** Selanders

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held December 5, 2023, be taken as read and adopted.

Absent: Richard Ahenakew and Councillor Ogradnick

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Destination Marketing Fund Grant Application Form – PAGC Men’s Recreation Hockey Tournament (RPT 23-446)

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

0003. **Moved by:** Kilmer

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

1. That the New Event Destination Marketing Fund Grant Application from Prince Albert Grand Council Sport Culture and Recreation for funding the Prince Albert Grand Council Men’s Recreation Hockey Tournament, scheduled for January 12 - 14, 2024, 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 and Councillor Ogradnick

CARRIED

6.2 Destination Marketing Fund Grant Application Form - 2024 Senator's Cup - Full Contact Hockey Tournament (RPT 23-448)

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

0004. **Moved by:** Selanders

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

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council Sports & Recreation for funding the 2024 Senator's Cup – Full Contact Hockey Tournament scheduled for March 14 – 17, 2024, 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 and Councillor Ogradnick

CARRIED

6.3 Destination Marketing Fund Grant Application Form – Fine Arts Festival (RPT 23-450)

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

0005. **Moved by:** Kilmer

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council for funding the Fine Arts Festival, scheduled for April 22 – 26, 2024, in the amount of \$8,000, be approved;
2. That \$8,000 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 and Councillor Ogradnick

CARRIED

6.5 Destination Marketing Fund Grant Application Form – U15 Boys Community Club Hockey Tournament (CORR 24-6) (PRESENTED AT MEETING)

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

0006. **Moved by:** Kilmer

1. That the Event Retention Destination Marketing Fund Grant Application from U15 Cyclones for funding the U15 Boys Community Club Hockey Tournament, scheduled for January 12 - 14, 2024, in the amount of \$6,000, be approved;
2. That \$6,000 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 and Councillor Ogradnick

CARRIED

6.4 Destination Marketing Levy Grant Funding – Policy Changes; Application Deadline, Funding Model, Sponsorship Package, 100% Payment (RPT 23-452)

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

0007. **Moved by:** Kilmer

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

That the Destination Marketing Levy Policy No. 89.3, be amended as follows:

1. Section 1:01 b), to change the deadline to submit applications for funds up to \$10,000 to six (6) weeks and funds over \$10,000 to eight (8) weeks;
2. Section 1.01 c), to allow one hundred percent (100%) payment after the Final Report has been submitted based on meeting the criteria outlined in the Policy;
3. Section 1.01 m), to include the events Sponsorship Package with the Destination Marketing Fund Application, if applicable; and,

4. Section 3.02 - Funding Model for Grants, to increase the minimum number of hotel room nights from zero (0) to twenty (20) in order to receive the \$1,500 funding.

Absent: Richard Ahenakew and Councillor Ogradnick

CARRIED

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 3:20 P.M.

0008. **Moved by:** Kilmer

That this Committee do now adjourn.

CARRIED



MAYOR GREG DIONNE
CHAIRPERSON



SAVANNAH PRICE
SECRETARY

MINUTES ADOPTED THIS 20TH DAY OF FEBRUARY, A.D. 2024.