



CITY OF PRINCE ALBERT

DESTINATION MARKETING LEVY ADVISORY COMMITTEE REGULAR MEETING

MINUTES

**TUESDAY, DECEMBER 5, 2023, 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

0018. **Moved by:** Councillor 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 discussion regarding utilizing the Destination Marketing Fund for promotional/marketing items as Item No. 6.2.

Absent: Richard Ahenakew and Councillor Ogradnick

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

0019. **Moved by:** Selanders

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held August 21, 2023, be taken as read and adopted.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

5. CORRESPONDENCE & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

6.1 Destination Marketing Fund Grant Application Form – Prince Albert Female Hockey Tournament (RPT 23-417)

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

0020. **Moved by:** Selanders

1. That the Growing an Existing Event Destination Marketing Fund Grant Application from Prince Albert Female Hockey for funding the Prince Albert Female Hockey Tournament scheduled for January 5 – 7, 2024, in the amount of \$9,500, be approved;
2. That \$9,500 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.

Absent: Councillor Ogrodnick and Richard Ahenakew

CARRIED

6.2 Discussion – Utilize Destination Marketing Fund for Promotional/Marketing Items (PRESENTED AT MEETING)

0021. **Moved by:** Councillor Kilmer

That Administration utilize the Destination Marketing Levy Funds to purchase materials for the marketing and promotion of the Destination Marketing Levy Funds, as authorized in the Destination Marketing Levy Policy.

Absent: Councillor Ogradnick and Richard Ahenakew

CARRIED

7. UNFINISHED BUSINESS

8. ADJOURNMENT – 3:34 P.M.

0022. **Moved by:** Selanders

That this Committee do now adjourn.

Absent: Councillor Ogradnick and Richard Ahenakew

CARRIED



MAYOR GREG DIONNE
CHAIRPERSON



SAVANNAH PRICE
SECRETARY

MINUTES ADOPTED THIS 9TH DAY OF JANUARY, A.D. 2024.