



## COMMUNITY MARKETING ADVISORY COMMITTEE MEETING

May 17, 2023, 3:30 pm

Municipal Office – Boardroom

8502 19 Avenue, Coleman Alberta

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<b><u>ATTENDANCE:</u></b>	Randall Whiteside	Public at Large Member
	John McCann	Public at Large Member
	Teyel Strandquist	Public at Large Member
	Dawn Rigby	Tourism/Recreation Sector Representative
	Melissa Atkinson	Development/Builder Representative
	Brandy Fehr	Arts/Culture/Historic Representative
	Doreen Glavin	Councillor
	Patrick Thomas	Chief Administrative Officer
	Kim Uhersky	Recording Secretary
<b><u>Absent:</u></b>	Justin Ames	Public at Large Member
	Lisa Sygutek	Councillor

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### **CALL TO ORDER**

Melissa Atkinson called the meeting to order at 3:32 pm.

### **ADOPTION OF AGENDA**

**CMAC-01-2023-05-17** Motion made by Dawn to adopt the agenda as presented. Carried

### **ADOPTION OF MINUTES**

**CMAC-02-2023-05-17** Motion made by Doreen to adopt the minutes as presented. Carried

### **TOPICS FOR DISCUSSION**

- a) **Roundtable Board Member Reports in Marketing Feedback**
  - Update on Destination Management Organization (DMO)

- Tourism Information Night - South Canadian Rockies: Castle | Pincher Creek | Crowsnest Pass – feedback given
- Our region has been marked one of top 10 development zones in Alberta
- Working on building relationships with Waterton and Piikani Nation
- How to get the information out to become a member of the DMO
  - Chamber of Commerce is promoting the DMO
- GoCrowsnest – fed with ATIS data
  - Some changes coming with ATIS
- AB Environment has funds committed to building and improving trails
  - Still being defined
- Hwy 3 twinning discussion
- Adventure Show in Calgary
  - The Crowsnest Pass was very well received
  - Feedback about from people driving through without stopping – try to target those people
- The Crowsnest Pass Visitor Guides are very popular this year
- Pass Powderkeg Ski hill had a great season with numbers up. Feedback: needs improvement to the food service. Summer plans: food and bike rentals and maintenance (partnership with Alpenland)
- Round table discussion regarding the responsibility of the committee
  - Newsletter/Google doc with action items one month prior to meetings – members to provide ideas
  - Sector Updates provided from the members
- Would like to see more happening and visitors during the shoulder season
- Potential for the Chamber to set up a service for hire for helping with social media posts/marketing
- Need to know where visitors have come from and how they heard about us in order to target more marketing campaigns – can be collected at local businesses

## **ADMINISTRATIVE UPDATES**

### **Current Marketing Strategies with Results**

Patrick Thomas, CAO advised the committee of the following marketing campaigns currently underway

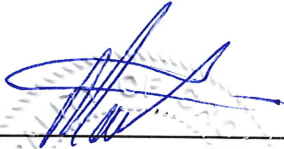
- Work from Home Campaign started at end of April
  - 457,000 impressions, 20,000 video view, 311 click-throughs from video
  - Vancouver, Calgary, Lethbridge, Winnipeg marketing
- Total from campaign this year
  - 3.2 million impression, 7500 click-throughs, GoCrowsnest sees 3000 unique users per month
- Go Crowsnest
  - Businesses will get more exposure the more they update Alberta Tourism Information Services (ATIS) profiles

**Departure**

Dawn Rigby departed at 4:45pm

**ADJOURNMENT**

**CMAC-04-2023-05-17** Motion by Doreen to adjourn the meeting at 5:05 pm. Carried.



Melissa Atkinson  
Chairperson

Date: Sept 13/23



Patrick Thomas  
Chief Administrative Officer

Date: Sept 13/23