



COMMUNITY MARKETING ADVISORY COMMITTEE MEETING

February 15, 2023, 4:00 pm

Municipal Office – Boardroom

8502 19 Avenue, Coleman Alberta

ATTENDANCE:

Randall Whiteside	Public at Large Member
John McCann	Public at Large Member
Teyel Strandquist	Public at Large Member
Dawn Rigby	Tourism/Recreation Sector Representative
Justin Ames	Public at Large Member
Melissa Atkinson	Development/Builder Representative
Brandy Fehr	Arts/Culture/Historic Representative
Lisa Sygutek	Councillor
Doreen Glavin	Councillor
Patrick Thomas	Chief Administrative Officer
Bonnie Kawasaki	Recording Secretary

CALL TO ORDER & WELCOME

Patrick Thomas, Chief Administrative Officer called the meeting to order at 4:00 pm and welcomed the new committee members to the first meeting.

ADOPTION OF AGENDA

CMAC-01-2023-02-15 *Motion made by Councillor Lisa Sygutek to adopt the agenda as presented. Carried*

ROUND TABLE INTRODUCTION OF COMMITTEE MEMBERS

- The committee members introduced themselves, provided some background information, and their interest in serving on the committee

TOPICS FOR DISCUSSION

Review of Bylaw 1055, 2020 General Committees Bylaw (Relevant Parts - Chair Duties, etc.)

- Patrick Thomas, CAO reviewed Bylaw 1055, 2020 with the Committee
 - Reviewed terms of service, and advised that remuneration is only applicable for training or conferences.
 - Duties of the chairperson were reviewed, which includes working with the CAO for upcoming agendas etc.
 - Advice or recommendations from the committee to Council will be in the format of a letter from the Chairperson to Council.
 - Presentations to Council will be made by the Chairperson.

Code of Conduct Bylaw 1008, 2018

- The Code of Conduct Bylaw was reviewed as it pertains to committee members

Expectations of the Committee and Role of Committee Members

- Provide feedback to the committee advising what is being heard in the community
- Advise of marketing opportunities that may have been missed in the community.
- Provide feedback with respect to tourism/visitors to the community.
- Committee will meet quarterly unless a special meeting is warranted.

Meeting Schedule for 2023

- The Committee discussed potential meeting dates and decided that Wednesdays would generally work. Invites will be sent out to the committee scheduling future meetings.

ELECTION OF CHAIRPERSON AND VICE-CHAIRPERSON

Chairperson

Patrick Thomas, CAO put forth to the committee a call for nominations for the position of Chairperson.

By a show of hands, Melissa Atkinson was elected as Chairperson of the Community Marketing and Advisory Committee by acclamation.

Vice – Chairperson

Patrick Thomas, CAO put forth to the committee a call for nominations for the position of Vice-Chairperson.

By a show of hands, Justin Ames was elected as Vice-Chairperson of the Community Marketing Advisory Committee by acclamation.

ADMINISTRATIVE UPDATES

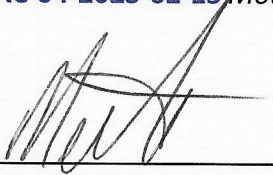
Current Marketing Strategies with Results

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

- Go Crowsnest
 - Campaigns garnered 33000 page views
 - Started discussion with the Chamber to have businesses update Alberta Tourism Information Services (ATIS) profiles
 - Includes Facebook, Instagram, and Twitter with blogs and newsletters
- Geomarketing campaign on YouTube to promote relocate to Crowsnest Pass
 - The relocation video had 245,00 views
 - Patrick showed the “Relocate to Adventure” video to the committee, which will likely be promoted again for April and May
- Pass Powderkeg has been the primary winter campaign
- Calgary Adventure Show – March 18-19, 2023
 - Committee members were requested to consider being Ambassadors to represent the Municipality at the Calgary Adventure Show

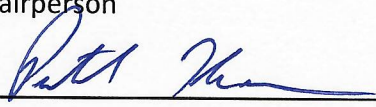
ADJOURNMENT

CMAC-04-2023-02-15 Motion by Lisa Sygutek to adjourn the meeting at 5:32 pm. Carried



Melissa Atkinson
Chairperson

Date: May 17/23



Patrick Thomas
Chief Administrative Officer

Date: May 17/23