



**CITY OF PRINCE ALBERT**  
**DESTINATION MARKETING LEVY ADVISORY COMMITTEE**  
**MEETING MINUTES**

**Tuesday, January 28, 2025, 2:30 p.m.**  
**MAIN BOARDROOM, 2ND FLOOR, CITY HALL**

Members Present: Mayor Bill Powalinsky  
Councillor Dawn Kilmer  
Mona Selanders

Members Absent: Councillor Troy Parenteau  
Aditi Mahajan

Admin Present: Savannah Price, Secretary  
Trina Bell, Administrator (Attended via video conferencing)

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**1. CALL TO ORDER**

Mayor Powalinsky called the meeting to order.

**2. APPROVAL OF AGENDA**

Motion No. 0001.

**Moved by:** Selanders

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 Mayor.

**CARRIED**

**3. DECLARATION OF CONFLICT OF INTEREST**

3.1 Councillor Kilmer - Item No. 6.6

I am on the Executive Committee.

**4. ADOPTION OF MINUTES**

- 4.1 October 10, 2024 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval

Motion No. 0002.

**Moved by:** Councillor Kilmer

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held October 10, 2024, be taken as read and adopted.

**CARRIED**

**5. COMMUNICATIONS & DELEGATIONS**

**6. REPORTS OF ADMINISTRATION & COMMITTEES**

- 6.1 DMF Grant Application 2025 Senator's Cup – Full Contact Hockey Tournament (RPT 2025-51)

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

Motion No. 0003.

**Moved by:** Councillor Kilmer

That the following be forwarded to City Council for consideration:

1. That the Event Retention Destination Marketing Fund Grant Application from Prince Albert Grand Council Sports & Recreation for funding the 2025 Senator's Cup – Full Contact Hockey Tournament scheduled for April 24 - 27, 2025, in the amount of \$30,000, be approved;
2. That the \$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.

**CARRIED**

6.2 DMF Grant Application Form – Dance Blast 2025 (RPT 2025-49)

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

Motion No. 0004.

**Moved by:** Selanders

1. That the Growing an Existing Event Destination Marketing Fund Grant Application from Prince Albert Performing Arts Warehouse Team Inc. for funding Dance Blast 2025 scheduled for March 6 - 9, 2025, in the amount of \$6,000, be approved.
2. That the \$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.

**CARRIED**

6.3 DMF Grant Application – PAGC NLC Golf Tournament (RPT 2025-55)

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

Motion No. 0005.

**Moved by:** Councillor Kilmer

1. That the Event Retention Destination Marketing Fund Grant Application from Northern Lights Casino/Prince Albert Grand Council/Northern Lights Community Development Corporation Golf Tournament for funding Prince Albert Grand Council/Northern Lights Casino Golf Tournament scheduled for August 15 - 17, 2025, in the amount of \$7,500, be approved;
2. That the \$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.

**CARRIED**

6.4 Destination Marketing Fund Grant – Promotional and Marketing Materials (RPT 2025-68)

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

Motion No. 0006.

**Moved by:** Councillor Kilmer

1. That no more than \$5,000 be allocated to purchase promotional and marketing materials to promote the Destination Marketing Fund Grant and Prince Albert Tourism;
2. That the \$5,000 be funded from the Destination Marketing Levy Reserve; and,
3. That the Destination Marketing Fund Administrator be authorized to purchase the promotional and marketing material on behalf of the Destination Marketing Levy Fund Committee.

**CARRIED**

6.5 Year 2024 Destination Marketing Levy Grants Paid to Host Committees (RPT 2025-64)

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

Motion No. 0007.

**Moved by:** Councillor Kilmer

1. That RPT 2025-64 be received as information and filed; and,
2. That the Destination Marketing Fund Administrator review the application and signage process in accordance with the Policy requirements, and bring back a further report outlining the process to an upcoming Committee meeting.

**CARRIED**

6.6 2025 WBSC Men's World Cup of Softball Event Update

Dawn Kilmer declared a conflict on this item. (I am on the Executive Committee.)

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

7. **UNFINISHED BUSINESS**

8. **ADJOURNMENT**

Motion No. 0008.

**Moved by:** Councillor Kilmer

The Committee meeting adjourned at 3:08 p.m.

**CARRIED**

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CHAIRPERSON

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SECRETARY

UNOFFICIAL