



CITY OF PRINCE ALBERT
DESTINATION MARKETING LEVY ADVISORY COMMITTEE
MEETING MINUTES

Thursday, March 19, 2026, 3:30 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: Amber Soles, Secretary
Savannah Price, Acting City Clerk
Ellen Pearson, Economic Development Planner
Trina Bell, Administrator, Destination Marketing Fund
Jody Boulet, Director of Parks, Recreation and Culture

1. CALL TO ORDER

Mayor Powalinsky, Chairperson, called the meeting to order and stated the Land Acknowledgement for Truth and Reconciliation.

2. APPROVAL OF AGENDA

Motion No. 0014.

Moved by: Councillor Kilmer

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.

Absent (2): Councillor Parenteau, and Aditi Mahajan

CARRIED

3. DECLARATION OF CONFLICT OF INTEREST

4. ADOPTION OF MINUTES

- 4.1 February 11, 2026 Destination Marketing Levy Advisory Committee Meeting Minutes for Approval

Motion No. 0015.

Moved by: Mona Selanders

That the Minutes for the Destination Marketing Levy Advisory Committee Regular Meeting held February 11, 2026, be taken as read and adopted.

Absent (2): Councillor Parenteau, and Aditi Mahajan

CARRIED

5. COMMUNICATIONS & DELEGATIONS

6. REPORTS OF ADMINISTRATION & COMMITTEES

- 6.1 Destination Marketing Fund Grant - 21st Annual Aboriginal Minor Hockey Championships (RPT 2026-48)

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

Motion No. 0016.

Moved by: Councillor Kilmer

1. That the New Event Destination Marketing Fund Grant Application from Prince Albert Aboriginal Minor Hockey for funding the 21st Annual Aboriginal Minor Hockey Championships scheduled for April 6 - 8, 2026, in the amount of \$10,000, be approved;
2. That the \$10,000 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 (2): Councillor Parenteau, and Aditi Mahajan

CARRIED

6.2 Destination Marketing Fund Grant - Promotional and Marketing Materials (RPT 2026-85)

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

Motion No. 0017.

Moved by: Mona Selanders

1. That \$5,500 be allocated to purchase promotional and marketing materials to promote the Destination Marketing Fund Grant and Prince Albert Tourism;
2. That the \$5,500 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 Fund Committee.

Absent (2): Councillor Parenteau, and Aditi Mahajan

CARRIED

6.3 Destination Marketing Fund Grant - Paid to Host Committees Review (RPT 2026-88)

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

Motion No. 0018.

Moved by: Councillor Kilmer

That RPT 2026-88 be received as information and filed.

Absent (2): Councillor Parenteau, and Aditi Mahajan

CARRIED

6.4 Destination Marketing Levy Policy Amendment Options (RPT 2026-80)

Verbal Presentation was provided by Ellen Pearson, Economic Development Planner.

Motion No. 0019.

Moved by: Councillor Kilmer

That Administration prepare amendments to the Destination Marketing Levy Policy for consideration at an upcoming Executive Committee meeting.

Absent (2): Councillor Parenteau, and Aditi Mahajan

CARRIED

7. **UNFINISHED BUSINESS**

8. **ADJOURNMENT**

Motion No. 0020.

Moved by: Mona Selanders

That the Committee meeting be adjourned at 4:29 p.m.

Absent (2): Councillor Parenteau, and Aditi Mahajan

CARRIED

CHAIRPERSON

SECRETARY