



## **JPFS Annual General Meeting**

**September 30, 2015, 7pm**

**Royal Canadian Legion, Branch 31, Jasper, Alberta**

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### Members in attendance:

1. Awrey, Kevin
2. Begrand, Elsa
3. Campbell, Chris
4. Coco's Café
5. Deagle, Greg
6. Dodsworth, Jennifer
7. Evil Dave's Grill
8. Fairmont Jasper Park Lodge
9. Gibson, Sara Anne
10. Hagler, Marina
11. Hudspith, Lauren
12. Jasper Park Chamber of Commerce
13. Kennedy, Ashley
14. Leitch, Jeanette
15. Mackenzie, Jeremy
16. McCarthy, Lynn
17. McCarthy, Sue
18. McFail, Stephanie
19. Michel, Jörg
20. Murdock, Cody
21. Nayedenova, Neli
22. Olson, Coleen
23. Ormandy, Mychol
24. Parcels, Aaron
25. Parcels, Mallory
26. Pavlov, Pattie
27. Smith, Kelly
28. Tourism Jasper
29. Tucker, Jordan
30. Walter, Uwe
31. Wilcox, Amy

### **1. Call to Order:**

Pattie Pavlov, General Manager, Jasper Park Chamber of Commerce and invited MC, called the meeting to order at 7:20pm.

### **2. Additions to the Agenda:**

None.

### **3. Approval of the Agenda:**

A motion from Mychol Ormandy was made to accept as presented. The motion was seconded by Susan McCarthy. None opposed. **CARRIED**

### **4. Approval of the Minutes of the AGM - September 24, 2014:**

No questions or concerns were raised regarding the minutes. A motion from Uwe Walter was made to accept. Seconded by Mychol Ormandy. None opposed. **CARRIED**

### **5. Business arising from Minutes:**

No business arising from the minutes.

### **6. Year-End Report by Chairs:**

Pattie Pavlov called Co-Chairs Uwe Walter and Sue McCarthy to present their year-end report. The Chairs thanked all volunteers for their service.

a. Overview 2014 (Sue McCarthy): After the AGM and "Pride Night Out" Celebration in September the Board began the strategic festival planning and the decision was made to extend the Festival to four days including a Thursday. A professional sponsorship package was created. A Board delegation took part in the Jasper Chamber of Commerce Awards Gala. In October the Society won the ALTO Award for Marketing Excellence in Banff. In November the Society staged its 2nd "Diva-licious" fundraiser event in Jasper which sold out. Sponsorship applications with TD Bank and Via Rail were filed.

b. Overview 2015 (Sue McCarthy): In January the Society held a local sponsorship drive and filed an application with ATB in Edmonton. Fruitloop invited the Society to be community partner for their January event in the Yellowhead brewery in Edmonton and the Society was able to use the opportunity to fundraise. In February our Pride Guide for the Festival was created and a "Wicked White Wine & Dine"

fundraising event was held at Evil's Dave Restaurant in Jasper. After the Festival in March the Board went on a two-day retreat to discuss the outcome of the Festival. In May the Society was awarded a \$3,500 grant by the Municipality of Jasper to hire a grant and business plan writer who was hired in July. The Society took part at Edmonton Pride by walking in the parade and by staffing an information booth. In August the Board organized an "Outdoor Hike, Bike & BBQ event with Apollo Outdoor Group from Calgary. The draft Festival program was discussed and the financial statement and audit were prepared. In September the Society took part at Calgary Pride, attended the Premier's Brunch and submitted the CIP grant application with Alberta Culture & Tourism.

c. Festival Highlights 2015 (Uwe Walter): About 1,000 guests participated during the course of the Festival from 19-22 March. The estimated economic impact was over \$300,000. 25 LGBTQA -friendly businesses are currently active members of JPFS, the Society has 50 local and national sponsors, 5 organizational and 2 media partners, 45 personal and business members and 25 volunteers. For the first time there were three evening functions on Friday which were well attended. The first-ever "Pride House" in the Crimson Hotel was established. Attendance to the Wicked White Winter Gala party rose from 450 in 2014 to 650 in 2015. Several winter activities were sold out ( e.g. Ice Canyon Walk). The Movie Dinner Theatre on Saturday and the Sunday Brunch were sold out as well.

d. Festival Survey 2015 (Uwe Walter): For the first time the Society commissioned a post-Festival survey with 104 guests taking part. 54% were women, 44% men. 45% identified as gay, 33% lesbian, 10% straight. Most participants came from Edmonton (48%), Jasper & Hinton (17%) and Calgary (12%). Other highlights of the survey: 51% visited Jasper Pride for the first time, 55% came with a group of friends, 33% stayed three nights or longer.

## **7. Reports from the working groups:**

a. Marketing/PR (Uwe Walter): The Society entered its second year of Marketing partnership with Tourism Jasper. \$15,000 were spent in collaboration between Tourism Jasper and Travel Alberta. The Society spent another \$10,000 for promotion material and local marketing. Highlights of the marketing campaign were a new partnership with The Bounce radio from Edmonton featuring Mike Chalut as co-host of the Festival. Tourism Jasper hosted 6 travel media who provided great coverage for the Festival. Jasper Pride was featured on Global TV Edmonton and CTV news.

b. Community Relations (Sue McCarthy): For the first time Jasper Pride had its own Pride beer in cooperation with the Jasper Brewing Company. Thanks to donations the Society was able to buy 30 Pride flags for street poles, the year before we had just four. Sue McCarthy thanked Mychol Ormandy for spearheading the project. The Society organized local fundraising events and the revenue went up from \$12,700 to \$16,500. The Chamber of Commerce nominated JPFS as one of four Non-For-Profits of the Year.

## **8. Financial Year End Report:**

Treasurer Cody Murdock presented the audited Financial Report for the fiscal year 2014/2015. Due to tight management of funds and generous contributions by volunteers and donors, the Society closed with an excess of

Revenue over Expenditures of \$13,420.50. The funds will be carried over to the next fiscal year and will be used for the Festival, to hire contracted staff and to match a possible CIP Grant (Community Initiatives Program).

Cyndi Day made a motion to accept the financial report as presented. Seconded by Lynn Wannop, representing Coco's Café. None-opposed. **CARRIED**

#### **9. Special Resolution to amend the JPFS Bylaws:**

Jörg Michel outlined the proposed changes to JPFS Bylaws. They concern Section 5.13, the Board Structure and reflect the Board's own review after two year in operation. It is intended to make the Board work more efficient. The changes have three goals: 1. to open up the Board for members outside of Jasper, 2. to lift the cap of Board Members (currently 9), 3. to strengthen the representation of Tourism Jasper and its stakeholders in the Board .

No questions were raised. Mychol Ormandy made the motion to adopt the Special Resolution to section 5.13 as presented, seconded by Mallory Parcels. None opposed. **CARRIED.**

#### **10. Election of Executive and Board:**

On behalf of the Board Sue McCarthy expressed thanks and appreciation to Richard Ruppell, Jordan Tucker and Jörg Michel for their service to the board. Due to various personal circumstances none will be standing for positions in the pending election of officers.

Pattie Pavlov briefly explained the procedure for the election.

a. Co-Chairs: Uwe Walter and Sue McCarthy have agreed to stand. Pattie Pavlov called a first, second, third and final time for nominations from the floor. None received. Uwe Walter and Sue McCarthy were acclaimed as Co-Chairs for the coming year.

b. Treasurer: Cyndi Day has agreed to stand as treasurer. Pattie Pavlov called for a first, second, third and final time for nominations from the floor. Aside from one expression to assist if required, none received. Cyndi Day was acclaimed as Treasurer for the coming year.

c. Secretary: Cody Murdock has agreed to stand as secretary. Pattie Pavlov called for a first, second, third and final time for nominations for secretary. None received. Cody Murdock was acclaimed as Secretary for the coming year.

d. Directors: Jennifer Dodsworth, Lynn Wannop, Ashley Kennedy and Mychol Ormandy have agreed to stand as directors- at-large. Pattie Pavlov called for nominations from the floor and received one additional nomination from Lynn Wannop, who nominated Amy Wilcox. Amy Wilcox accepted the nomination. Pattie Pavlov declared that according to the Society's bylaws the election of five directors-at-large was possible. She asked first, second, third and final time for further nominations from the floor. None received. Jennifer Dodsworth, Lynn Wannop, Ashley Kennedy, Mychol Ormandy and Amy Wilcox have been acclaimed as directors-at-large.

Uwe Walter informed that the newly elected Directors will constitute on October 5th.

Jörg Michel then asked Tourism Jasper to nominate one director-at-large responsible as marketing . Kyle Harms was nominated by Tourism Jasper and appointed in accordance with the bylaws of the Society.

#### **10. Appointment of Financial auditors:**

The current financial auditor Andrea Tessmann has agreed to stand, furthermore Mallory Parcels has agreed to stand for the auditing team for the coming year as well. Pattie Pavlov made the motion to accept the applications. Seconded by Mychol Ormandy. None opposed. **CARRIED**

#### **11. Draft budget for 2014-2015:**

Uwe Walter presented the draft budget to the membership for approval. He reviewed the proposed Income and Expenses and explained some of the items in more detail.

Uwe Walter explained that the budget relies on a \$25,000 grant from Alberta Culture and would be amended if the grant is not received. Under those circumstances the expenses would be reconsidered and the planned hiring of a part-time Executive Director would be reviewed or altered. Greg Deagle asked whether the Society had received any applications for the position. Jörg Michel said that this was not the case until now, but that the position would be re-posted a few more times before the closing date.

Jörg Michel made the motion to adopt the draft budget as the operating budget for the coming year. Seconded by Mychol Ormandy. None opposed. **CARRIED**

#### **12. Presentation of Festival theme for 2015:**

Uwe Walter presented the theme for the Festival 2016 which will be "From Jasper with Love". Promotional material is available immediately, including some Posters, a new sponsorship package and two popup-banners.

Uwe Walter outlined some major events for the 2016 Festival, including concerts, movie screenings and winter activities. Highlight will be a 007-themed Pride Gala Party at The Fairmont Jasper Park Lodge to celebrate the occasion of the 7. Annual Festival next year.

Sue McCarthy thanked the Legion, Pattie Pavlov, Coco's Café and DJ David del Mar for their help organizing the evening.

#### **13. Adjournment:**

Being no further business before the membership, Pattie Pavlov called for adjournment at 8:09pm. Motioned by Susan McCarthy. Seconded by Jörg Michel. None opposed. **CARRIED**