

Subject: **Travel Drumheller Annual General Meeting**

Meeting Date: Tuesday, April 8, 2025

Prepared By: Jenna Kester, Economic Development Officer

Presented By: Jenna Kester, Economic Development Officer

STRATEGIC PLAN ALIGNMENT: (Check all that apply)

	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

RELEVANT LEGISLATION:

Provincial (cite)- N/A

Council Bylaw/Policy (cite)- N/A

BACKGROUND/PROPOSAL:

Travel Drumheller is holding their Annual General Meeting on April 16th 2025. This meeting is an opportunity to get an exclusive look at Travel Drumheller's achievements in 2024 and plans for 2025.

This event is a pivotal opportunity to connect with tourism operators, political entities, and community stakeholders. Our continued partnership is crucial for the future growth and success of our local tourism and economy including:

1. **Enhanced Tourism Promotion:** Collaborative efforts significantly boost the visibility of Kneehill County and the badlands region as a prime tourist destination, attracting more visitors and increasing revenue for local businesses.
2. **Economic Growth:** Increased tourism leads to higher spending in our community, supporting local enterprises and creating job opportunities.
3. **Community Engagement:** Active participation in tourism initiatives fosters a sense of community pride and involvement, encouraging residents to contribute to and benefit from tourism activities.
4. **Strategic Planning:** Collaboration with Travel Drumheller allows us to align our strategies and resources, ensuring that our tourism development plans are effective and sustainable.

Travel Drumheller invites you as Council to attend as elected officials and to have your voice heard on behalf of Kneehill County. Your presence at the Annual General Meeting will be invaluable in discussing future collaborations and initiatives that can further enhance the tourism experience in Kneehill County. We believe that together, we can achieve remarkable outcomes for our community.

📍 Event Details:

📅 **Date:** April 16, 2025

🕒 **Time:** 6 – 7:30 PM

📍 **Location:** East Coulee School Museum



REQUEST FOR DECISION

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

At this meeting, Administration and Council can learn more on the benefits of the current and future plans of Travel Drumheller and how their programs and services are supporting businesses and growing the tourism sector.

Administration is seeking confirmation from Council if there is interest in attending and if so to advise Administration of participation to be booked accordingly.

FINANCIAL & STAFFING IMPLICATIONS:

Registration is free to attend this event.

Travel and/or per Diem's as per policy 3 – 1.

RECOMMENDED ENGAGEMENT:

Collaborative Decision (Active Participation- Share or Delegate Decision Making)

Tools: Individual Notification

Other:

ATTACHMENTS:

Travel Drumheller AGM Invite

COUNCIL OPTIONS:

1. That Council make a motion to appoint Council members to attend the Travel Drumheller Annual General Meeting on April 16th 2025.
2. That Council make a motion to not attend the Annual General Meeting on April 16th 2025.
3. That Council make a motion to accept as information.

RECOMMENDED MOTION:

That Council make a motion for Council members to attend the Travel Drumheller Annual General meeting on April 16th 2025.

FOLLOW-UP ACTIONS:

Administration to notify Travel Drumheller of Council's level of participation for the Annual General Meeting on April 16th 2025.

APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved- ☒

