



2024 Annual General Meeting
Tuesday, April 23, 2024
TCU Place
12:30pm

MINUTES

- Tom Price introduced himself and welcomed everyone to the 46th Annual Discover Saskatoon AGM
- Lyndon Linklater presented the opening protocol
- Tom introduced CJ Dushinski, Board Chair
- CJ asked if there are any changes to the agenda as circulated.

1. Approval of Agenda

Motion: “To approve the 2024 Discover Saskatoon AGM agenda as circulated.”

Fred Hrehirchuk/Kelly McGinnis– *Carried*

2. Board Introductions

- CJ introduced and thanked the 2023-2024 Board of Directors: Darlene Brander, Patty Schweighardt, Andrea Lafond, Dan Kempainen, Fred Hrehirchuk, Hanif Hemani, Christine Ruys, Tammy Sweeney, Joan Steckhan, Councillor Bev Dubois, Councillor Cynthia Block.
- CJ thanks Fred and Patty for their service on the board as their terms have ended and also announced that she will be stepping down as Board Chair and will return as a board member following her maternity leave.

3. Approval of the 2023 AGM Minutes

Motion: “To approve the minutes of the AGM held on Tuesday, March 28, 2023.”

Bev Dubois/Christine Ruys–*Carried*

4. Chair’s Report

- CJ presented the Chair report
Highlights of BD team:
 - DS launched a new website and digital platforms, noting a 60% surge in new users.
 - The Business Development team has been instrumental in leveraging our enhanced capabilities demonstrating impressive bid metrics. In 2023 the economic impact of business events in Saskatoon was \$22M.

- Discover Saskatoon facilitated the hosting of 31 National and International business events bringing in 11,000 delegates and generating nearly 20,000 room nights.
- AG in Motion event Western Canada's largest farm expo, welcomed more than 31,000 guests, the highest attendance to date with an economic impact of well over \$6M.
- In recognition of our innovative efforts, Discover Saskatoon was honored with the MPI Innovator Award affirming our position as a forward-thinking destination in the global tourism market.
- Discover Saskatoon has successfully secured Breakout West in 2024 promising to bring a new wave of visitors and recognition to Saskatoon.
- Initiated by the Canadian Heritage Fund, Discover Saskatoon was able to showcase our commitment to sustainability and collaboration in hosting the first Urban Canvas Street Party which turned the downtown core into a vibrant display of urban art and culture.
- Discover Saskatoon has also deepened the ties with the Indigenous community. Our partnership with the Saskatoon Tribal Council has been a cornerstone of success helping us move forward with actions aligned with Truth & Reconciliation and the Calls to Action.
- Financially, Discover Saskatoon has navigated the complexities of the past year with exceptional strategic acumen. Our partnerships at the Federal and Provincial levels have been instrumental in bolstering our revenue streams enabling us to secure additional funding which has enhanced our operational capacity. Resource generation continued as a priority along with the efforts of fiscal conservancy maximizing our spending efficiency for greater possible return on dividends which has resulted as a surplus in Core and DMP budgets. These financial efficiencies are an ongoing testament to our commitment to operating a financially sound organization while upholding our cultural values and strategic priorities.
- CJ thanks for the unwavering support of all partners, members and stakeholders for another great year.

Motion: "To approve the 2024 Chairs Report as presented."

Joan Steckhan/Amanda Cisecki-*Carried*

5. 2023 – 2024 Board of Directors

- Two names were put forward for the vacancies on the Discover Saskatoon Board. Adam Peterson and Vanessa Kosteroski

6. Board Appointments

Motion: "To approve the appointment of Adam Peterson and Vanessa Kosteroski to the 2024-2025 Discover Saskatoon Board of Directors."

Kelly McGinnis/Cynthia Block- *Carried*

- CJ introduces the 2024-2025 Board of Directors.
 - Chair - Darlene Brander
 - Vice Chair - Joan Steckhan

- Members: Andrea Lafond, Dan Kemppainen, Hanif Hemani, Tammy Sweeney, Cynthia Block, Bev Dubois, Adam Peterson, Vanessa Kosteroski.

7. 2023 Audited Financial Statement

- Ian Braaten from KMPG presented the 2023 Audited Financial Statements.
 - The audit report is unqualified which means it is a clean audit opinion.
 - Total assets \$4.1M up from \$3.7M the year before.
 - Cash and investment of \$3.1M where \$2.3M is restricted and set aside for DMP funding.
 - Current Liabilities \$2.6M vs \$2M the year before. DS is in a healthy position.
 - There is long term liabilities funding for future capital expenditures if needed.
 - \$1.3M in operating surplus with \$120K set aside for Sport Tourism.
 - Continued growth in revenue up to \$4.6M this year from \$3.2M where the majority came from destination marketing activities.
 - Expenses \$4.5M vs \$3.8M the year before - \$895K expended on DMP.
 - This year there is investment income of \$62K benefiting from higher interest rate.
 - Small surplus of \$71K vs a deficit of \$153K.
 - The auditors revised Destination Management note making it clearer to the users. Of the \$2.3M there is monies that have been committed for future events.
 - Ian thanks the Discover Saskatoon team for their assistance with the audit.
- Shad Ali asks what is in the bank and how long are we safe. Ian responded, Discover Saskatoon is in a stable position with \$3.1M in cash and investments with more money that will be generated in DMP funding. Steph responded, going into COVID Discover Saskatoon did not have dedicated operating reserve. This year, Discover Saskatoon created an investment policy along with dedicated reserves and strategies to ensure their growth to manage risk in the future.
- Shad – applauds the effort, encouraged that DMP funds are reserved, and BID fund reserves are prioritized. Operations – contingency funding to what extent is this being addressed? Ian Braaten responds, that Discover Saskatoon’s investment goals are to ensure one year of operating funding is within the operating reserve.
- Bev Dubois asserts that in her time with Discover Saskatoon, it was understood that there was reserves, contrary to what the CEO has explained. Ian Braaten responded that there was unrestricted DMP carryover each year and bid incentive reserves held in GIC’s to ensure all secured bids were executed with the appropriate committed funding in future years.

Motion: “To accept the 2023 Audited Financial Statements as circulated.”

Dan Kemppainen/Heather Curry – *Carried*

8. Appointment of Auditor for 2024

Motion: “To appoint KMPG as the auditors for 2024”

Kelly McGinnis/Joan Steckhan – *Carried*

9. CEO Report

- Steph Clovechok presented the CEO report.
 - Steph acknowledged the Discover Saskatoon team for their hard work and agility.
 - Steph shares Discover Saskatoon Brand, Strategic Pillars. SDMH Inc Board of Directors and Discover Saskatoon Board co-created the annual business plan aiming for sustained and inclusive growth.
 - SDMH collaboration is fully implemented and, SDMH Inc. is now meeting for monthly board meetings, demonstrating their enhanced sophistication and gold standard partnership with Discover Saskatoon.
 - In 2023 DS adapted to many changes
 - Steph thanks Kaurie and Shanda for their work to relocate the Discover Saskatoon office, Shanda and Danielle for their efforts to brand and open the new Visitor Centre.
 - Year over year we've seen post COVID increases in ADR, and RevPar.
 - Discover Saskatoon held a seat on the DEED Advisory committee – vocal advocates for the future of our city.
 - The Tourism Town Hall was an opportunity to gather all members and stakeholders and was an impactful meeting.
 - Hosted Destination Canadas Board meeting – a project that has been in the works since 2018.
 - In 2023 we saw over 9M overnight trips to Saskatoon – averaging 3 nights stay
 - Renewed flight to Minneapolis St. Paul with service from WestJet and with significant support from the Government of Saskatchewan.
 - The Discover Saskatoon team, in partnership with Tourism Saskatchewan and Destination Canada was successful in hosting of Go Media – International Media Event – Showcased Saskatoon with 200 media from around the world.
 - One of the greatest accomplishments of 2023 was the Urban Canvas Street Party showcasing our cities artist expression and community involvement. This event was a requirement for Discover Saskatoon to leverage funding from Heritage Canada and supported not only the incubation of this event but also, other bottom line budget initiatives.
 - YXE Urban games is a spinoff event of Urban Canvas and, Discover Saskatoon will incubate this event as an annual sport, culture and music festival. The first event will take place in August of this year.
 - Discover Saskatoon's new digital platform was launched and, in 2023 the platform saw a total of 582,000 visits with 70% mobile users. The YOY growth is surpassing 100% and is demonstrating the value of this “front door” to our destination. This digital platform acts as the visitor centre for virtual visitors as a place to be inspired, to plan and to book.
 - 2023 saw sustained growth in all social media platforms.
 - Power of story telling – Earned Media – proactive engagements from our team resulted in 46 earned media publications telling the story of Saskatoon. Earned media is the driver of awareness to our destination which leads to conversion.

- “Saskatooning” Training program has been rolled out, successfully training front line staff in Saskatoon’s visitor economy to provide destination information and allow for ambassadorship of our destination.
 - Travel Trade 105 face to face meetings, hosted 7 key tour operators, training of travel agents with knowledge and tools to sell our city effectively.
 - Business Events – National 124 face to face meetings, hosted 11 FAM tours/Site visits 36 events = 15,000 room nights.
Commitment to International events – hosted 2 site visits – secured 4 international events.
 - Sport and Major Events – conducted 63 meetings resulting in 29 bids submitted and converted 26 of those bids.
 - DS awards received – reflective of the community efforts “Great Pride in You”, MPI Innovator Award. The awards are milestones that mark our journey in inclusion.
- Shad congratulated Discover Saskatoon team for the past year’s success and asks how we can secure more bids. Steph responds we need more local leaders.
 - Shad sees amazing successes; concern is how do we prepare our ambassadors in our community and how do we plan our seasonal approaches. Steph responds, as we are focussing on membership engagement and coordination. A Destination Masterplan is in consideration for future to support establishing greater collaboration and alignment with our partners.

Motion: “To accept the CEO Report as presented”

Shad Ali/Darla - *Carried*

Motion: “To approve the Bylaws amended by the Board as circulated”

Heather Curry/Jeet Jani - *Carried*

10. New Business

- None

11. Adjournment

Motion: “To adjourn the 2024 Discover Saskatoon AGM”

Christine Ruys/Bev Dubois – *Carried*

Adjourned: 1:40 pm