
SASKATOON DESTINATION MARKETING HOTELS

2024 Annual General Meeting

Tuesday, April 23, 2024

TCU Place

2:00 pm

MINUTES

1.0 Approval of Agenda

Motion: “To approve the 2024 Saskatoon Destination Marketing Hotels Inc. AGM agenda as circulated”

Heather Curry/Colleen Sloan – ***Carried***

2.0 Adam Peterson introduced the Board of Directors

Vanessa Kosteroski – Super 8 by Wyndham East

Jesse Tiefenbach – d3h Hotels

Perry Singh – Hilton Garden Inn

Fred Hrehirchuck – TownePlace & Suites

Keica Batting – Parktown Hotel

Colleen Sloan – Holiday Inn Express

Amanda Cisecki – Delta Downtown by Marriott

Cathy Edwards – The House

3.0 Approval of the 2022-2023 AGM Minutes

Motion: “To approve the minutes of the AGM held on November 30, 2023”

Kelly McGinn/Kecia Batting - ***Carried***

4.0 Chair’s Report

Adam Peterson presents his report

Highlights:

- Adam thanked Lyndon Linklater for his opening protocol and presented the land acknowledgement
- SDMH Inc. has embraced deeper collaborations and strategic initiatives that significantly influence Saskatoon's visitor economy.
- Discover Saskatoon has taken on the role of Trustee of the Destination Marketing Fund driving growth and innovation within our city's tourism sector

- Adam remarked that it is a privilege to lead an organization that not only focuses on economic impact but also prioritizes meaningful engagement with Indigenous communities, ensuring our actions resonate with the Truth and Reconciliation Commission's calls to action.
- SDMH Inc. goals remain focused on driving overnight visitation, developing strategic relationships, and fostering a dynamic membership community.
- The collaborative efforts with national and international partners has resulted in securing 40 bids for business events and 26 bids for sport and major events demonstrating our city's ability to host large scale events.
- Occupancy & Revenue: Investments in marketing and infrastructure have contributed to a healthy annual occupancy rate of 57%, alongside a competitive average daily rate of \$129.
- Total contracted room nights: International Events: 4,886 room nights, Sport and Major Events: 5,641 room nights, and National Events: 13,712 room nights were actualized.
- A major advocacy focus this year has been on the proposed Downtown Event and Entertainment District. SDMH Inc. emphasized the critical importance of enhancing the city's appeal as a premier destination for large-scale events and entertainment.
- Mandatory Accommodation Tax: SDMH Inc. in collaboration with Discover Saskatoon undertook a thorough assessment of the opportunities and risks associated with this proposal. We advocate for a model that would not force a mandated tax but rather adopt a collaborative and collective voluntary approach. This initiative demonstrates our commitment to protecting the interests of our stakeholders and ensuring that any new policies or taxes are implemented in a way that supports the thriving future of Saskatoon's hospitality and tourism sectors.
- Sporting Events Collaboration: SDMH Inc. has innovated the approach to event funding, working closely with clients to shift the distribution of funds to post-event. This ensures that the funding provided is based on actualized SDMH Inc. room nights rather than projections. This method significantly improved our ROI reporting, provided a clearer picture of the benefits derived from those events, and it encouraged more sporting events to choose SDMH Partners exclusively.
- A Board Governance training session was provided for the SDMH Board of Directors. This initiative aimed to enhance the capabilities of the board, ensuring that they are well-equipped to oversee the organization's strategic direction. We have developed new policies and governance structure which elevates our accountability to members and enhances the overall sophistication of our organization. These measures ensure that our actions and decisions align with our long-term goals and interests of our stakeholders.
- The launch of the Discover Saskatoon new website and digital platform has increase visitation year over year by 60%, significantly boosting Saskatoon's online visibility and engagement.
- Annual occupancy rates - Our strategic investments have contributed to maintaining & exceeding historical performance metrics. Our sector's resilience is demonstrated by our competitive ADR and robust occupancy levels which have rebounded to surpass pre-pandemic figures. Each dollar

invested has been aimed at enhancing visitation to Saskatoon, increasing business events and improving our global market presence.

- Adam expresses appreciation to the member hotels and the Board of Directors and thanks them for their continued trust, leadership and support. Adam invites everyone including the non-DMP hotels to attend the All-Hotels meetings and encouraged them to become an integral part of this influential community. Adam encourages everyone to unite our strengths, share our visions, and together amplify the impact of our actions so together can better shape Saskatoon's visitor economy.

Motion: "To approve the 2024 Chair's Report as presented"

Cathy Edwards/Kelly McGinn – **Carried**

5.0 2024-2025 Board of Directors

- There was one name that came forward for a seat on the SDMH Inc. Board of Directors. As there is one vacancy with the resignation of Perry Singh, Jeet Jani with the Alt Hotel will be acclaimed to the Board. Jeet is a welcomed addition to our Board and will bring skills and experience that are needed in the coming years.

Motion: "To approve the appointment of Jeet Jani to the 2024-2025 SDMH Inc. Board of Directors."

Fred Hrehirchuk/Kecia Batting - **Carried**

Adam thanked KPMG for their assistance for their work in executing a great first year audit. SDMH Inc. is looking forward to continuing that experience into the future. Thank you also to Discover Saskatoon for the effort in administering the records as the Trustee and SDMH appreciates the additional reporting and timely information Discover Saskatoon has provided.

6.0 2023 Audited Financial Statement

- Ian Braaten of KMPG presented the 2023 Audited Financial Statement
 - Clean audit opinion
 - Balance sheet – Current assets of \$786K (\$490K receivables \$290K cash)
 - \$550K of current liabilities
 - \$210K revenues over expenses (Restricted will be moved to GIC)
 - Income statement - Contributions of \$3.7M

Motion: "To approve the 2023 Audited Financial Statement as presented"

Cathy Edwards/Jesse Tiefenbach – **Carried**

7.0 Appointment of Auditor for 2024

Motion: "To appoint KMPG as auditor for the SDMH Inc. for the 2024 fiscal year."

Vanessa Kosteroski/Kelly McGinn – **Carried**

8.0 New Business

- Shad Ali thanks SDMH as the Winter Shines event received marketing dollars.
- As an event producer, Shad shared his concerns of having the responsibility of selling hotel rooms for events. He is willing to partner with hotels to collaborate on marketing and promoting special rates. Shad also requested that reporting from hotels be improved as out of 8 hotels he received only 1 reported back from the event. It is difficult to request funding without proper data to back up the request.
- Encourages stronger collaboration with SDMH on promoting all events, including staycations as he expressed concerns on missed opportunities between hotels and event organizers.
- Adam encourages the collaboration with Discover Saskatoon is paramount as they can assist event organizers in many ways especially marketing of events and putting folks in front of the partner hotels.
- Funding that is distributed from Discover Saskatoon to events is based on actualized room nights. Adam encourages working together with all organizations to put heads in beds.

9.0 Adjournment

Motion: "To adjourn the 2024 Saskatoon Destination Marketing Hotels Inc. AGM"

Kelly McGinn/Cathy Edwards- ***Carried***

Meeting adjourned: 2:35 pm