TOWN OF VERMILION
MINUTES OF THE GOOD LIFE INSTITUTE MEETING
February 23, 2016 @ 7:30 AM

Present Candice Anderson, Mary Lee Prior, Audrey Chesterman,
Tannis Henderson, Carol Wasylik, Caroline McAuley, Kirby Whitlock and Colleen Berg
Regrets Tannis Frantik

1. **WELCOME AND WHAT'S GOOD?** Carol called the meeting to order at 7:32 a.m.

2. **AGENDA ADOPTION:** Candice made the addition of a correspondence item (Vermilion Minor Hockey) and New Business (Budget). Carolyn moved that we accept the agenda. Carried.

3. **APPROVAL OF MINUTES:**
   3.1 Minutes of previous meeting from February 9, 2016: Colleen motioned that we accept the meeting minutes. Carried.

4. **CORRESPONDENCE:**
   4.1 Newcap Radio: Our campaign is booked for the Amazing Race, starting the week of February 15th. There are 25 paid spots at $28 and $13 no cost spots. Many board members verified that they have heard our campaign being broadcasted.
   4.2 Vermilion Minor Hockey: They recently sent me a correspondence regarding a Keynote Speaker, John O'Sullivan who is the author of 'Changing the Game' who will be scheduled for September 24th. They had asked if we wanted to work with them to coordinate this event. Discussed with the board, and we are excited about this event coming to Vermilion, but do not feel as though it fits our mandate. Candice will be in contact with the group.

5. **BUSINESS ARISING FROM THE MINUTES:**
   5.1 Amazing Race Updates: Candice has dispersed 70 posters in Vermilion, Mannville, and Lloydminster. 6 sandwich boards were positioned around town on Monday, Feb. 22nd. We have 11 teams registered as of today's date. There are 5 more teams that Candice is aware of that will be registering shortly. We will have number confirmation on March 1st. We have between 18 – 20 sites booked. We discussed the registration packages for the participants, as the Chamber has declined the possibility of supplying Chamber Bucks or a coupon book of some form.

6. **NEW BUSINESS:**
   6.1 Possible meeting addition of March 15, 2016: Confirmed that we will have a meeting on March 15th to finalize the last outstanding details of the Amazing Race.

6.2 Budgets: Candice reviewed our budgets for all 4 events. We discussed the projected revenue / expenses, and discussed where our best opportunities are for success. Candice is going to review these potential avenues to see if we can further improve.

7. **COORDINATOR'S REPORT:** Candice has been working diligently on the Amazing Race. Her recent focus was advertising, prize retrieval and site contracts. Now that teams and sites are falling into place, her next focus will be creating a site circuit, clues, detours and the event supper.

8. **NEXT MEETING:** Tuesday, March 8, 2016 at 7:30 a.m. at the Vermilion Town Hall.

9. **ADJOURNMENT:** Audrey motioned to adjourn the meeting at 8:35 a.m. Carried.