



Lake Diefenbaker Tourism

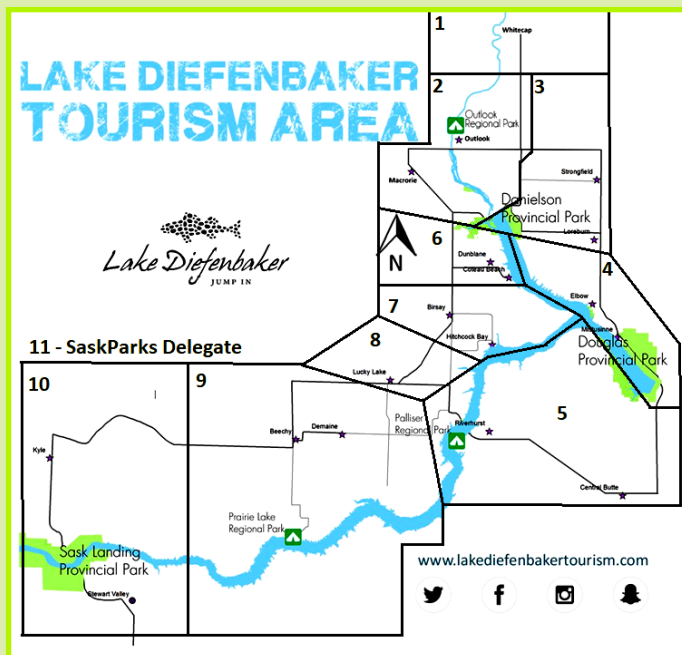
NEWSLETTER OCT 2019

Dear Lake Diefenbaker Tourism Member,
SUMMER 2019 has been a busy for the Lake Diefenbaker Tourism board filled with changes and collaboration! You will find the highlights in this newsletter.

Proposed Board Reorganization:

We have identified the need for reorganization of our board for the future success of Lake Diefenbaker Tourism which we are excited to announce to bring more value to our members. This proposal will be further presented at our AGM on Oct 22. We have decided to restructure our board to benefit members using equal representation of the lake, having one board member from each region of the lake outlined on the below map.

This will improve communication between the board and members as organizations can contact their local member with issues or ideas to relay to the board. **If you are, or know someone who would be interested in sitting on our board from your region please join us October 22.** We plan to shuffle board meetings around different locations of the lake to provide equal involvement. We will provide transparent information with members via quarterly newsletters. We would be happy to hear your ideas or concerns with the changes best to suit your needs from the board.



AGM MEETING NOTICE:

Are you interested in tourism development of Lake Diefenbaker and surrounding communities?

You are invited to join the Lake Diefenbaker Tourism Annual General Meeting.

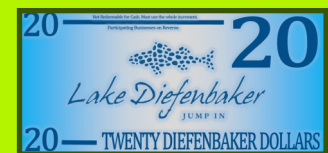
**Tuesday, October 22nd, 2019 at 7PM at
Outlook Heritage Centre
Railway Ave., Outlook, SK.**

With guest speakers Robin and Arlene Karpan
Well known travel writers, photographers and
book publishers.
See you there!

Diefenbaker Dollars:

As a participating member of our board, your business has been included on the list of participating businesses, so the customer might be coming through your doors! The Diefenbaker Dollars are in \$20 increments.

Upon accepting payment in Diefenbaker Dollars at your business, you can mail them to Lake Diefenbaker Tourism Attn: Diefenbaker Dollars P.O. Box 426 Outlook, SK S0L 2N0 to receive monetary payment from the board.



TALK TO US!

We want to hear from you! What do you want to see covered in these newsletters? What can we do to bring more value to you? Do you have content you would like shared on our social media channels? How does your organization use Lake Diefenbaker Tourism?

Email Us: info@lakediefenbaker.com

Lake Diefenbaker Tourism

NEWSLETTER MAY 2019

Zebra Mussel Prevention Update:

Our Lake Diefenbaker Task Force (LDTF) against Zebra mussels and Aquatic invasive species remained very active this year.

1. With our previous fundraising efforts, we were able to build and supply the Riverhurst & Elbow Areas with decontamination units.
2. With continued support of the communities around the lake we were able to continue the volunteer ambassador program
3. Obtained further grant funding that allowed us to hire an employee to oversee our outreach program
4. Started a sticker campaign to raise awareness to our group, and indicate that boats have been informed.
5. Assisted by providing grant funding for employees in Riverhurst, Gardiner Dam (Coteau Bay Launch), Elbow and other resort communities
6. Implemented a single phone number system for enquiries and posted this number at all lake access points.

We are pleased with the success of our awareness campaign this season. Final numbers have not been compiled but early totals are in excess of 1500 boaters spoken to prior to launching. This number does not include people spoken to at the three Provincial Park and Regional Park Entry gates as they arrived, or those not tracked who would have been approached by our "Citizens on Patrol" or obtained our information at tradeshow attended by our supporting partner, Lake Diefenbaker Tourism. Another encouraging thing to note: a majority of boaters arriving at the lake were aware of zebra mussels and the importance of "Clean, Drain & Dry". Out of all the boaters our group talked to, only 3 boats were referred for further inspection.

Our Task Force thanks everyone for their continued support for our program to protect our lake, one of Southern Saskatchewan's most vital resources.



2019 Photo and Colouring Contest:

With a great audience and submissions, we love to report that the 2019 Photo and Colouring Contests were a success!

Colouring Contest Winners:

- 1st - Reese from Saskatoon (\$50 prepaid MasterCard)
- 2nd - Melody from Elbow (\$25 prepaid MasterCard)
- 3rd - Cody from Swift Current (\$25 prepaid MasterCard)

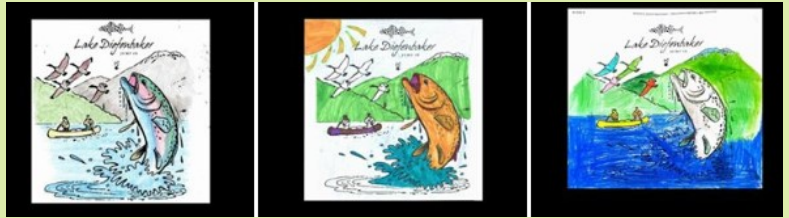


Photo Contest Winners:

- 1st - Tammy Vallee "Starry Sky" (\$300 Diefenbaker Dollars)
- 2nd - Sarah Wilm "Sunset trail run along Lake Diefenbaker" (\$200 Diefenbaker Dollars)
- 3rd - Stacy Symenuk "Relax" (\$100 Diefenbaker Dollars)



Why should you be a LDT Member?

LDT is the marketing voice for the future development of tourism around Lake Diefenbaker. We are the connection between the public and your business.

Webpage/Social Media: Did you know that on average a post shared on Lake Diefenbaker Social Media pages is reached by 3300 people?! Our content both on our social media and web page starts a conversation which ultimately leads to the audience thinking "I want to go to Lake Diefenbaker". We have 3800 followers on our accounts which is growing every day!

Our webpage: www.lakediefenbaker.com is transformable and we would love to hear how you'd like to see change for more representation of local businesses and developments around Lake Diefenbaker.

Print Media: Once a year we develop print media which is distributed to member businesses around the lake to disperse. We are always looking to bring value to our members and want to hear what you want! Please send us an email and let us know what you'd like to see in 2019-2020!

Events: We strive to promote all events, and happenings around the lake. We need you to share the info and upcoming events with us! If you know of any community events big or small happening in the future please let us know!!

Tradeshows: We attended 5 tradeshows this past year including both Saskatoon and Regina shows which we present member businesses information to tourists ready to plan their summer holidays at Lake Diefenbaker!

We would like to host more LDT events in the upcoming year to promote the development of our lake, allow for networking of members, and offer a fun outing for all. We would love for volunteers, ideas for what events we could bring to Lake Diefenbaker to interest you!

**WE WANT TO REPRESENT YOU! WE NEED TO HEAR FROM YOU!
PLEASE JOIN OUR AGM OCTOBER 22!!**