

**SWOTC Board of Directors Meeting  
April 8, 2015 at noon  
Middlesex Centre Wellness & Recreation Complex, Komoka**

**Present:** Wendie Dupuis, Laurie Hawkins, Karen Matthews, Dave Barnier, Steve Martin, Ken Whiteford, Grace McGartland, Mark Moran, Tom O'Brien, Adriano Ciotoli, Marilyn Havelka

**Resource staff:** Janet Jones – MTCS, SWOTC staff – Jim Hudson, Jen Moore, June Nussey, Joanne Wolnik

**Guest:** Aileen Murray, Middlesex County

Aileen Murray, Middlesex County Economic Development gave the board an update on what is happening with tourism in Middlesex. The County has given \$50,000 to tourism which means the County will be the DMO for tourism in Middlesex. The website [www.visitmiddlesex.ca](http://www.visitmiddlesex.ca) will be the new website. At this time the County has control of the social media channels. Aileen will go back to County Council with a transition plan for tourism as she leaves her position with Middlesex County at the end of April. Aileen's recommendation will be to feed the grassroots program.

**Chair Ken Whiteford** called the meeting to order at 12:00 p.m. (noon)

Confirmation of **Quorum**

**Conflicts of Interest** - none declared at this time.

Moved and seconded to approve agenda. Carried.

Moved and seconded to approve the March 11, 2015 minutes. Carried.

**Business arising from minutes** – none.

**Treasurer's Report**

Revised statements were circulated.

Moved and seconded to accept the report as draft. Carried.

**Finance and Audit committee** – no report

**Planning and Evaluation Committee** – committee will meet in early June prior to the Annual Meeting. The committee will be planning the Board retreat. The committee has 1 more session with Burns Consulting. The next committee meeting will be June 3 at 9 a.m. at The Arts and Cookery Bank, West Lorne.

After discussion, the dates for the Board retreat were determined to be July 21 and 22 in either Norfolk or Lambton County.

**Governance Committee** – Moved and seconded to accept the minutes of March 24, 2015.

Carried. There have been 8 applications received for the vacant board positions. The short list will be presented at the May Board meeting. There are 2 openings to fill on the board.

Moved and seconded to accept the changes to policy G1 – Executive Director Job Description. Carried.

**Executive committee report** – no report

**Operations Report** – update on Ojibwa submarine – the loan was called in by the bank and now the taxpayers of Bayham Township are on the hook for the loan. The township is now working with another bank to renegotiate the loan with more reasonable repayment terms.

Shores of Erie Wine Festival has been cancelled for 2015. In light of the situation, we need to understand what our directors' insurance covers and what it doesn't cover. Jim H. and June N with the Finance and Audit committee will review SWOTC's insurance. The committee will need to see if there is any way to protect SWOTC when it comes to 3<sup>rd</sup> party events through our partnership program. Janet Jones will share the wording from Celebrate Ontario.

The board was informed that a new festival is taking place this year – Taste of Tecumseh wine festival.

Jim highlighted some of the events taking place over the next few weeks.

The 2016 conference was discussed. The board would like to see the dates of March 8 & 9, 2016 and keep it to 1.5 days in length.

The pop up event in Toronto is May 30. Ontario's Southwest has had a good response from partners thus far. It is a tasting event – both food and wine/beer.

Product Development – Joanne highlighted some of the items taking place in product development and workforce. There are two upcoming birding workshops taking place on April 13 in Port Rowan and April 14 in Leamington at the Point Pelee visitors centre.

Jackets – Directors were encouraged to provide their size for new SWOTC jackets.

**Ministry update** – Janet Jones

Revised TPA 2014/15 was signed on March 23/15

TPA 2015/16 was signed on March 27/15. The TPA is a government wide template. It is not specific to MTCS. Our marketing plan and operations plan are addendums.

This year only 80% of our funds will be released when the TPA is signed.

10% of our funds will be released when the year-end report, audit and progress report are submitted. (approximately Oct 30)

The final 10% of funds will be released after the budget to actual for Dec 31 is submitted

It was suggested for the Planning and Evaluation committee to include our performance data and in source data in the planning process.

Celebrate Ontario announced approval of 270 applicants. The funding was 90% of request.

**Other Business** – none

**New Business** – none

Motion to move *in camera* at 1:15 p.m.

Motion to come out of *in camera* at 1:39 p.m.

**Next meeting** – May 13 – virtual. Governance committee will have a conference call prior to the meeting.

Annual General Meeting is June 10 at the Quality Hotel, Woodstock. Laurie Hawkins will chair the meeting.

Motion to adjourn. Meeting adjourned at 1:41 p.m.