



**Board of Directors' Meeting
April 13, 2016
Woodstock Art Gallery, Woodstock**

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

Guests: Meredith Maywood – Tourism Oxford

Regrets: Anna McNutt, Anne Marie Fortner

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

Vice Chair Tom O'Brien called the meeting to order at 12:00 p.m.

Confirmation of Quorum

Conflict of Interest – none declared at this time.

Everyone introduced themselves.

Moved and seconded to approve the agenda. Carried.

Moved and seconded to approve the March 7, 2016 minutes. Carried.

Presentation by Tourism Oxford – Meredith Maywood

Priorities – culinary, cycling and motorcycle. Approximately 900,000 visitors spend \$72 million each year.

Cycling: Last year Oxford printed 20,000 maps of which they handed out 12,000.

Cheese trail: 8 cheese producers; Cheesefest taking place in Woodstock on April 23;

Big Cheese Days – a few key days with special experiences – May 13 & 14 and one in the Fall and 3 Big Cheese days next year.

Presentation by South Coast Wines - Karen Mathews

Membership is 9 wineries, 4 growers and 60 associate members. A fairly new association with limited financial resources. Raised money through events like "Toast the Coast" and "Spirit of the Season" passport. Next event is May 14 – An Orchard Affair – cider, wine, brew & BBQ.

Plan to launch a "Toast the Coast Trail".

Presentation by Lake Erie North Shore – Tom O'Brien

Essex Pelee Island Coast (EPIC) is the association. 11 wineries are members; another 5 or 6 in the area are not.

2 wineries rank in the top 5 by volume in Ontario: – Pelee – 3rd and Colio – 5th.

Also highlighted winery tourism research done in collaboration with Wine Council of Ontario

Marketing Plan Approval

- Jen noted there were a couple of minor changes to the Executive summary since the Board saw the plan on April 7th.

Moved and seconded to approve the marketing plan. Carried.

Treasurer's report

Moved and seconded to accept the Treasurer's report as a draft. Carried.

Finance and Audit Committee

Line of Credit (LOC) – from a business management perspective an LOC is a good idea. It was stated that we don't want the directors to be held personally liable.

Actions: Jim will:

1. Check which other RTOs have a LOC and brief the Finance & Audit Committee; and,
2. With their agreement, investigate the costs and other terms of a LOC.

Risk Assessment – volunteer turnover – directors questioned the change of impact and likelihood. They felt it should be higher impact. They noted any political implications could also impact this turnover. Suggestions of added items – delayed payment from MTCS and DMO structure and if there is a change in this structure.

Planning and Evaluation Committee

- need to have a committee meeting to go over the quarterly report. Committee will discuss culture as a priority.

The Board retreat will be held on July 26 & 27 in Sarnia.

Governance Committee

There are 6 applications for the 2 director positions. A committee meeting will be held on April 20 at 2 p.m.

Executive Committee – no report

Operations report

Marketing – Go Wild, Grow Wild – had 12 partners in the OSW pavilion. Very engaged audience. Jackrabbit goes live in early to mid May. Presently have 173 properties listed.

Workforce – Tripadvisor workshop taking place in Simcoe and Windsor. Conference ideas to generate some revenue – offer a single ticket to attend only the opening night reception; afternoon ticket for luncheon during the keynote address. We are undervaluing what we offer – need to look at different levels of registration and also sponsorship. Suggestion to have a wall showing who is attending; include a small bio of the participant for delegates to see and connect.

Product Development – Great waterfront trail – Aug 7 – 12 which covers Pelee Island, Essex, Chatham-Kent, Sarnia-Lambton and London. Ale Trail has 16 craft breweries. Learning Tour had 13 stops over a 2 day tour into New York state.

MTCS update – Janet Jones

- Final report 2015-16 due by May 2

- Current Transfer Payment Agreement (TPA) – need Board approval of business plan, budget and marketing plan
- TPA is available to be signed today.
- Strategic framework – 12 targeted meetings. One in London on May 5th
- Celebrate Ontario – still waiting for a decision to be made
- Maureen Adamson is the new Deputy Minister of Tourism Culture and Sport; all managers in acting roles now return to their regular positions
- Labour study by TIAO is going out. The Board is encouraged to fill out the survey. Everyone is asked to encourage others to participate in the survey/study.

New Business – none

In Camera session at 2:25 p.m.

Out of Camera session at 2:43 p.m.

Next Meeting – May 11 at 10 a.m. – virtual

Moved and seconded to adjourn the meeting. Meeting adjourned at 2:45 pm.

Recording secretary - June Nussey