



**Board of Directors Meeting  
December 9, 2015 at 11:30 a.m.  
Black Trumpet Restaurant, London**

**Present:** Grace McGartland, Tom O'Brien, Mark Moran, Steve Martin, Marilynn Havelka, Anne Marie Fortner, Adriano Ciotoli, Anna McNutt, Ken Whiteford

**Regrets:** Karen Matthews, Laurie Hawkins

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

The Board of Directors enjoyed a wonderful festive lunch.

**Vice Chair Tom O'Brien** called the meeting to order at 1 p.m.

**Confirmation of Quorum**

**Conflict of Interest** – none declared at this time.

Moved and seconded to approve agenda. Carried.

Moved and seconded to approve November 18, 2015 minutes. Carried.

**Business arising from the minutes** – none

**Recap of TIAO conference** – Adriano Ciotoli

- written report – Question on how to leverage the money out in the community for Canada 150 from a marketing perspective.

**Recap of TIAC conference** – Anne Marie

- written report

**Treasurer's Report**

Moved and seconded to approve Treasurer's Report. Carried.

**Finance & Audit Committee report**

We are finishing up with the lawyer before he leaves the firm at the end of December.

**Planning and Evaluation Committee report**

When the quarterly report is presented to the board, the operations report will also be presented. Kathy Burns contacted Mark to wish the Board well for the season.

**Governance report**

Moved and seconded that we proceed with advertising for Director positions. Carried.

Suggestion that the Board actively recruit. But also to let recruits know they need to apply and send in their applications.

**Tourism awards** – discussed at committee meeting. Awards help promote the Brand.

**Board meetings** –

Moved and seconded to have the January as an in-person meeting and the February meeting as virtual. Carried. January's meeting will discuss the approval of the Business plan and marketing plan submission to the Ministry.

Moved and seconded to have the January meeting on the 15<sup>th</sup> prior to the networking breakfast of the London Food & Wine show and starting at 8:30 a.m. Carried.

**Executive Report** – no report

**Operations Report** – The Ontariosouthwest.com website is live starting this week. The London Food & Wine show goes Jan 14 – 16. OSW Tourism Conference – registration will be open next week. There are 2 choices for a pre-conference tour. Some of the speakers will be Scott Alison from the hotel sector and chair of Destination Canada, Greg Klassen will return from last year and Kari Westlund from Oregon will be speaking as well.

The new Cruise the Coast map will be released at the Motorcycle show in January. The group will have a display at the Cleveland show too.

**Ministry update**

The revised amount repayable to the Ministry has been approved. (\$12,115) Progress report is being reviewed. TPA due on January 15, 2016.

TPA 101 training took place on Monday Dec 7. Three SWOTC staff attended. The revised RTO Guide has been released. Drew Fagan, Deputy Minister of Tourism Culture and Sport will be retiring at the end of December 2015.

Tip Act was passed which states that employers can't hold back worker's tips unless the tips are pooled.

**New Business**

**OSW website** – discussion followed from directors on challenges they had found on the website and solutions that were being implemented.

**Jackrabbit presentation** - \$50,000 investment for 1 year trial. Directors asked about tracking and reporting of conversions. It is an ability to drive traffic to our operators and encourage overnight stays. Has this system increased stays for those that are already coming the area? Moved and seconded to move forward with Jackrabbit. Carried.

**Next meeting** - Friday January 15 at 8:30 a.m.

Motion to **adjourn**. Meeting adjourned at 3:22 p.m.

Recording secretary - June Nussey