

**SWOTC Board meeting
February 18, 2015 at 10 a.m.
Lamplighter Inn & Conference Centre, London**

Present: Dave Barnier, Mark Moran, Wendie Dupuis, Adriano Ciotoli, Karen Mathews, Grace McGartland, Marilyn Havelka,

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

Guests: Ken Lambert, HLT; Jeff Miller, Travel Portland

Regrets: Tom O'Brien, Ken Whiteford, Laurie Hawkins

Acting Chair Dave Barnier called the meeting to order at 10 a.m.

Jim Hudson introduced Ken Lambert from HLT Consulting and Jeff Miller from Travel Portland. Marilyn Havelka was welcomed to the SWOTC Board as the newest director.

Confirmation of **Quorum**

Conflicts of Interest - none declared at this time.

Moved and seconded to approve the agenda. Carried.

Moved and seconded to approve the January 14, 2015 minutes. Carried.

Business arising from minutes – none

Treasurer's Report:

Moved and seconded to accept treasurer's report. Carried.

Finance and Audit Committee report – no report

Planning and Evaluation Committee report – a presentation on significant events was presented by Mark Moran and Jim Hudson

Moved and seconded to accept the significant events strategy as proposed. Staff to prepare applications and review strategy in 6 months. Carried.

Governance Committee – Board recruitment is now open. Application is available on swotc.ca. Application deadline is March 31.

Executive Committee – no report

Operations report –

Jen spoke about marketing and the media campaigns coming up in the next fiscal. Joanne gave an update on product development which included cycling itineraries, coastal shuttle in Norfolk between Long Point and Port Dover, learning tour to New York on March 3 & 4. June gave an update of the conference that will start later today at 1:15 p.m. and the various duties for the board members.

Ministry of Tourism report –

Written report – Janet gave highlights from the report.

Other business – thanks were expressed to Jim and his staff for putting on a great conference.

New business - none

Next meeting - March 11 at Cooper's Hawk Vineyard in Harrow.

Motion to adjourn. Meeting adjourned at 11:25 a.m.

Recording secretary
June Nussey