



**SWOTC Board of Directors Meeting
January 15, 2016 at 8:30 a.m.
Western Fair District, London**

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

Resources: SWOTC – Jim Hudson, June Nussey, Jen Moore, Joanne Wolnik

Regrets: Laurie Hawkins, Janet Jones – MTCS

Vice-Chair Tom O'Brien called the meeting to order at 8:40 a.m.

Jen Moore introduced Ala-Dean Naghmoush who is working at SWOTC for the next 4 months. He is on a co-op work term as a Marketing intern. Ala-Dean was excused from the meeting as he was helping Jatinder Uppal setup the networking breakfast that was taking place after the Board meeting.

Confirmation of Quorum

Conflict of Interest – none declared

Moved and seconded to approve the agenda. Carried.

Moved and seconded to accept the December 9, 2015 minutes. Carried.

Business Arising from Minutes - none

Business Plan approval

The Board expressed its appreciation to the staff for all the work put into the plan.

Moved and seconded to approve the Business plan and Marketing plan to be sent to the Ministry. Carried.

Treasurer's Report

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

Finance and Audit Committee – no report

Planning & Evaluations Committee

The review of the Top 10 will take place after the quarter is completed.

Suggestion to all Board members that if they haven't had a look at the new website to take the time and look it over.

Moved and seconded to accept the Planning and Evaluation committee's report. Carried.

Governance Committee

Advertising for new directors will be posted next week.

Executive report – no report

Operations report

Marketing highlights – London Wine & Food show, search and referral engine
Product development highlights – motorcycle show in Toronto – 3500 maps given out.
Then a show in Cleveland at the end of the month that Cruise the Coast will be participating in.
Workforce highlights – OSW tourism conference

Ministry of Tourism update – written report

Meeting with Minister Coteau next week (January 21) for Executive Directors and Board chair. However, the SWOTC Chair and Vice Chair are not available.
Grace McGartland volunteered to represent the Board at this meeting.

Other Business - none

New Business

US marketing – SWOTC is not working with Destination Canada as we are focussing on near border and people that have been here before.

Thanks to Anna and Residence Inn by Marriott for hosting Syrian refugee families.
There are 26 rooms at the Residence Inn presently for Syrian refugees.

Next Meeting – February 10, 2016 at 10 a.m. – conference call

Motion to **adjourn**. Meeting adjourned at 9:27 p.m.

The Board then joined the networking breakfast taking place next door for the Ontario's Southwest Exhibitors that were taking part in the London Wine & Food show.

Recording secretary – June Nussey.

Ed. note: The February 10 meeting will now begin at noon.