

**SWOTC Board meeting
July 21, 2015 at 10 a.m.
Burning Kiln Winery, St. Williams ON**

Present: Marilyn Havelka, Anna McNutt, Laurie Hawkins, Grace McGartland, Steve Martin, Anne Marie Fortner, Mark Moran, Ken Whiteford, Karen Matthews

Regrets: Adriano Ciotoli

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

Chair Laurie Hawkins called the meeting to order at 10:08 a.m.

Confirmation of Quorum

Conflict of Interest – none declared

Moved and seconded to approve the agenda. Carried.

Moved and seconded to approve the June 10 minutes. Carried.

Email vote re: partnership funding sent on June 17. The following declared a conflict of interest – Karen Matthews, Steve Martin, Grace McGartland

Moved and seconded that applicants for partnership funding will be selected and amounts determined based on those that best align with our waterfront and culinary priorities and that have the ability to make the largest impacts on tourism spend. Carried.

Moved and seconded to approve the post-Annual General meeting minutes of June 10, 2015. Carried.

MTCS Funding Allocations:

RTO funding formula - after some discussion the Board recommended to the Ministry the 1st option of overall visitor spending be the best and fairest for all RTOs. The Board would also like the Ministry to consider the proximity to large markets within a 2 hour access to 5 million people and the total number of visits. Carried.

ACTION ITEM: Jim to draft a letter to the Ministry with these points to be co-signed by Laurie Hawkins (Board Chair) and Jim.

Treasurer's Report – Marilyn Havelka

Suggestion to have a line item that lists what money has been committed but not spent to date.

Moved and seconded to approve the treasurer's report. Carried.

Finance & Audit Committee

Risk Management Plan – an initial plan to identify the various factors has been started. The next step is to assess the impact. The directors were reminded that SWOTC does have a policy on risk management under L8.

Planning & Evaluation committee – no report

Governance committee – no report

Executive committee – no report

Operations report

A small gift was presented to Joanne Wolnik for her work on the partnership project. Marketing has launched the Build your best Beach campaign. Workforce – post training surveys have been done. 67% have had direct positive benefits to business. Product Development – 200 scooters (50cc) enjoyed a tour of the area. They had a check point in Turkey point.

SWOTC applied to SKAL for a Sustainable Tourism Award for our Blue Flag program. We have made the short list of 10. Jim attended the DMAI conference from July 14 – 17. Tourism is moving to more technology. 1500 attendees. Good conference but not as well organized as our Spring conference.

MTCS update – written report

Thanks were extended to Karen and Steve (Burning Kiln Winery and Long Point Eco-Adventures respectively) for their hospitality.

Next meeting – September 9. Location to be determined.

Motion to adjourn. Meeting adjourned at 11:05 a.m.

June Nussey
Recording secretary