



**Board of Directors meeting
June 10, 2015 at 10 a.m.
Quality Hotel & Suites, Woodstock**

Present: Grace McGartland, Karen Matthews, Tom O'Brien, Dave Barnier, Wendie Dupuis, Laurie Hawkins, Steve Martin, Mark Moran, Adriano Ciotoli, Marilyn Havelka

Regrets: Ken Whiteford

Guests: Anne Marie Fortner, Anna McNutt

Resources: MTCS – Janet Jones, Neil Coburn, SWOTC – Jim Hudson, June Nussey, Joanne Wolnik, Jen Moore, Jatinder Uppal, Paul Todkill, Kevin Bentley, Mitch Vanrooy, Eric Zwaniga

Chair – Elect Laurie Hawkins called the meeting to order at 10:02 a.m.

Laurie welcomed everyone and asked everyone to introduce themselves and their company.

Confirmation of **Quorum**

Conflict of interest – none declared.

Moved and seconded to approve the agenda. Carried.

Moved and seconded to approve the May 13, 2015 minutes. Carried.

Business arising from minutes – none

Treasurer's Report:

Balance sheet will reflect the amount owing to the Ministry in next month's statement. The auditor has determined the amount.

Moved and seconded to accept financials ending May 30, 2015. Carried.

Moved and seconded to accept the audited financial statements. Carried.

Finance and Audit committee

The committee suggested leaving the \$750,000 we were going to put in an investment in our current bank account due to the small return if we moved those funds to Libro Credit Union. However, SWOTC wishes to begin a relationship with Libro for the tourism industry. It was agreed to invest \$200,000 with Libro. The return on investment is similar to our present bank account.

Risk Assessment – we are going to increase our liability coverage from \$2 million to \$5 million.

Suggestion to look at requirement for staff using their own vehicle. Do staff need \$2 million coverage on personal vehicles?

Planning & Evaluation Committee:

Planning and Evaluation (P&E) are to meet with staff at 6 months and 9 months interval to review the progress of the strategic plan. There will be some changes to the planning cycle of the P&E committee in the coming year. The committee will be determining future meetings starting with January 2016. The Board retreat will be July 21 & 22 in Long Point. Burns Consulting will be sending out a questionnaire prior to the retreat to the Directors for their input. At the retreat we will be looking at shared economy and how that will affect tourism in the Region. Also, the group will be looking at the impact on the Destination Next report.

Governance committee:

Over the last year the biggest commitment was the review of the Board policy and the updates. It was noted that the position of Chair Elect was recommended to be changed to Vice Chair during the Policy review process

Moved and seconded to confirm the affirmation results of the May 22, 2015 online vote to accept Marilynn Havelka, Anna McNutt and Anne Marie Fortner as members of the Board of the Southwest Ontario Tourism Corporation and include their names on the slate of Directors for the June 10 Annual General Meeting of the Corporation. Carried.

Moved and seconded to accept the following terms of office for the new directors – Marilynn Havelka for 3 year term, (completion of Jeanine Cookson's term), Anna McNutt for 2 year term (completion of Dave Barnier's term), Anne Marie Fortner for a one year term (completion of Wendie Dupuis' term).

Executive Committee report – to be discussed during 'in camera' session.

Operations Report:

Marketing – Beer Wine Culinary (BWC) campaign has been launched; planning for birding campaign is underway. The first ever Toronto pop up event – it was the most engaged audience that the vendors had experienced. Grace committed that it was a bonding of the Ontario's Southwest vendors as well.

Product Development – Cruise the Coast – having conversation about routes and loops that are more region specific. Blue Flag – applying for an International Sustainability Award through SKAL.

Workforce – eLearning is up and going. There are a lot of training webinars that are free to tourism operators and take place on Thursdays at 2 p.m.

Governance and Administration and General – four interns have been hired and present at the Board meeting. Staff is working on building on the stakeholder engagement that we started to track last year.

Ministry of Tourism update

- SWOTC's final report was submitted on time. Additional requirements will come back to SWOTC by the end of next week (June 19).

- TODS review is out

- Ministry has responded to TIAO's report regarding the 5 year review.

Other Business:

Partnership program

Initially SWOTC said we would evaluate the program after 6 months. However, we have had a great uptake. Therefore, we may wish to review sooner than 6 months. We have received a wide range of projects.

Suggestion to look at projects that further our plan.

Moved and seconded to retroactively approve the 3 projects approved by MTCS. Carried.

For the projects pending the following directors left the room due to conflict of interest – Steve Martin, Karen Matthews, Adriano Ciotoli, Grace McGartland.

The staff were directed to review the list and compile pros and cons, to prioritize the projects and possibly look at revising the dollars that were requested. Also it was suggested to look at the impact that the project would have on the area.

The 4 directors returned to the room.

New Business – none

Motion to move '*in camera*' at 11:35 a.m.

Motion to come out of '*in camera*' at 11:48 a.m.

Next Meeting – July 21 & 22 for the Board retreat at Long Point Eco Adventures

Motion to **adjourn**. Meeting adjourned at 11:49 a.m.

June Nussey
Recording secretary.