



**Board of Directors Meeting  
March 7, 2016 at 5 p.m.  
Retro Suites, Chatham**

**Present:** Anne Marie Fortner, Adriano Ciotoli, Marilyn Havelka, Laurie Hawkins, Tom O'Brien, Mark Moran, Anna McNutt, Ken Whiteford, Grace McGartland, Karen Matthews  
**Guest:** Audrey Ansell – Chatham Kent

**Regrets:** Steve Martin

**Resources:** MTCS – Kim Johnson, Janet Jones; SWOTC – Jim Hudson, Jen Moore, June Nussey, Joanne Wolnik, Jatinder Uppal, Ala-Dean Naghmoush

**Chair Laurie Hawkins** called the meeting to order at 5:05 p.m.  
Introductions were made.

**Presentation**

Audrey Ansell gave an update of tourism in Chatham-Kent.

**Confirmation of Quorum**

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

Moved and seconded to approve the agenda. Carried.

Moved and seconded to approve minutes for February 10, 2016. Carried.

**Business Arising from the minutes** – none

**Treasurer's Report** – Marilyn Havelka

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

**Finance and Audit Committee** – no report

**Planning & Evaluation Committee** –

Cost reduction – The Chair and Executive Director each received a call from the Ministry to inform SWOTC that there would be a 5% reduction in our budget. The exact dollar amount would be revealed in the next week or two.

**Governance Committee** –

To date there is one application submitted for director position.

**Executive Committee** - no report

**Break** for dinner

### **Operations report**

Hotel Association of Canada (HAC) conference recap

SWOTC looking at common areas of interest with the 13 RTOs. A RTO meeting will be held in early May.

Marketing – Ancillary Product Content – 12 stories to tell in social media and on our blog

Workforce – VQA wine training for service staff; Wine Council trainer does great job in teaching staff. EPIC is growing fast and now some new staff don't know much about wines.

Investment Attraction – holding investment readiness workshops for EDOs and DMOs.

Conference update – 205 delegates registered; instructions with duties for the conference will be available at registration.

### **Ministry of Tourism update -**

April 30 is the deadline for the final report for the 2015-16 fiscal

- February 25 when the provincial budget came down there was a 5% reduction to the MTCS budget. Any budget changes to the SWOTC budget will need to have Board approval

Celebrate Ontario – successful applicants announced mid to late March.

Shuffle of some staff – Jodi Melnychuk is now acting Assistant Deputy Minister (ADM)

Kim Johnson – Acting Manager, Regional Tourism Unit

February 16 the legislature formally recognized February as Black History month.

Discussion on date for conference call to discuss an adjusted budget – Wed Mar 23 at 9 a.m.

**Other Business** - none

**New Business** – none

**Next meeting** – April 13 in Oxford County

In camera session at 6:56 p.m.

Out of camera session at 7:10 p.m.

Meeting adjourned.

Recording Secretary – June Nussey