



**Board of Directors Meeting
May 11, 2016 at 10 a.m.
Conference Call**

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

Regrets: Laurie Hawkins, Steve Martin

Resources: Janet Jones – MTCS; SWOTC Staff – Jim Hudson, Jen Moore, June Nussey, JT Uppal, Joanne Wolnik

Vice Chair Tom O'Brien called the meeting to order at 10:02 a.m.

Confirmation of Quorum

Conflict of Interest – none declared at this time

Moved and seconded to approve the agenda. Carried.

Moved and seconded to approve the April 13, 2016 minutes. Carried.

Business arising from the minutes:

Line of Credit – Jim Hudson was able to connect with all 12 RTOs – only 2 RTOs have a line of credit and one RTO has a \$10,000 line of credit but they must maintain a bank balance of \$10,000. It was recommended to continue to investigate in case we ever need to act on it and need a line of credit.

ACTION ITEM: Jim H and June N are to report back to the Finance and Audit committee once they have gathered costing and information from various banks.

Risk Management – there were a few items that were suggested at the last meeting which need to be added. But if there are any other additions, directors are to let Jim know.

Treasurer's Report

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

Finance & Audit committee:

The committee will look at Line of Credit options

Planning and Evaluation Committee: written report

Things for the last fiscal were on track. Most goals were surpassed.

Board retreat – Mark Moran would like input from the Board by May 13 regarding what they would like to come out of the retreat.

Suggestion to encourage the Board to think about our focus and do what we do but be more innovative. We can still have the same focus but be more innovative.

ACTION ITEM: To be circulated to the entire Board regarding Culture – the DMO survey results, Janet Jones' comments and Joanne W's notes.

Moved and seconded to accept the Planning and Evaluation report. Carried.

Governance Committee:

April 20 minutes – had 6 candidates that were shortlisted to 3 to be sent for reference checks.

Moved and seconded to accept the April 20 minutes. Carried.

May 9 minutes – reference checks are done. Candidates 1 and 5 are recommended.

Moved and seconded to accept Candidate 1 for 3 year term and Candidate 5 for a 2 year term. Carried.

It was suggested that there should be space on the AGM agenda to allow for nominations from the floor from the members.

Moved and seconded to accept the May 9 Governance minutes. Carried.

Executive Committee – no report

The Board was reminded that Laurie Hawkins had sent an email to have directors consider executive positions.

Operations report

SWOTC has 3 summer students to start on May 16

Outreach to MPPs continues

There were 8 RTOs who attended the first joint RTO meeting

Marketing

- JackRabbit/Simpleview – the targeted launch date is May 26. There are 172 properties in the database. In addition there are 85 properties that could take advantage of the Jres system which would be used by many of the Bed & Breakfast properties.

Workforce – TripAdvisor workshop – between the two workshops, there were a total of 70 people that attended.

Investment attraction – alternate accommodations discussions taking place in Elgin, Haldimand, Norfolk

Ont Restaurant Hotel Motel Assoc. (ORHMA) gala dinner – 180 people attended.

A director asked if Blue Flag beaches and marinas could be put on Ministry of Transportation (MTO) maps.

ACTION ITEM: Janet Jones will follow up and see what is possible.

MTCS update

Strategic framework meetings – only half of our DMOs participated in the meetings

Cultural tourism – question – which of our culture stakeholders have participated in our programs and partnership allocations.

Other Business – none

New Business – none

Next meeting – June 8 – Board meeting at 10 a.m. followed by lunch and the AGM. Following the AGM the new Board will meet to elect their new Executive.

Motion to adjourn. Meeting adjourned at 11:20 a.m.