



**SWOTC Board meeting
November 18, 2015
TownePlace Suites, London**

Present: Ken Whiteford, Tom O'Brien, Grace McGartland, Anne Marie Fortner, Anna McNutt, Mark Moran, Marilynn Havelka, Steve Martin

Regrets: Karen Matthews, Adriano Ciotoli, Laurie Hawkins

Resources: Janet Jones – MTCS, SWOTC staff – Jim Hudson, Jen Moore, June Nussey, Joanne Wolnik

Guest: John Winston – Tourism London

John Winston spoke about Tourism London. They have 3 business divisions – Meeting & Conventions; Sports Tourism; Leisure travel

Vice Chair Tom O'Brien called the meeting to order at 12:25 p.m.

Confirmation of Quorum

Conflict of Interest – none declared

Moved and seconded to accept the agenda. Carried.

Moved and seconded to accept the October 14, 2015 minutes. Carried.

Business arising from minutes – none

Board meeting format – the Board will invite guest speakers, not just DMOs but industry partners. Suggestion to put guests early on agenda so they don't have to stay for the entire meeting. Each director will be asked to present to the Board about their operation. This will help the other Directors understand more about the operation as well as the sector they represent. Each in person Board meeting will have presentations from the DMO where the meeting is being held and from one director. This will be an educational component to the meetings.

Treasurer's Report

Moved and seconded to accept treasurer's report. Carried.

Finance & Audit Committee report

Update – the lawyer at McKenzie Lake that we have been dealing with is leaving private practice to work at the County of Elgin. We hope to wrap this up before the end of the calendar year.

Planning & Evaluation Committee report

Balanced scorecard was distributed in board package. The next quarterly report will be in January. Committee will look at meeting dates in early January prior to the Jan 13 board meeting.

The review of Jackrabbit and Check in Canada will be discussed on Dec 8

Governance report

Ken asked each director to give some thought about their intentions as some directors terms will come to an end or renewal in June 2016.

The following directors are up for renewal – Adriano Ciotoli, Anne Marie Fortner, Karen Matthews and Mark Moran.

If there are any vacancies for June 2016, the Governance Committee will need to start recruitment for these vacancies.

The Governance Committee was asked to look at the frequency of the Board meetings and the relationship to in person vs virtual.

Executive Report – no report

Operations report – written report plus verbal updates

Jim extended congratulations to Jen Moore, JT Uppal and our agency of record – Loud + Clear for winning the Tourism Industry Association of Ontario (TIAO) Award for Tourism Print Collateral Award for the 2014 Build a Better Beach Campaign.

Ken was asked to look at the policy manual to see if there are any references for submitting award applications.

- Suggestion to have balance scorecard quarterly but also to present the operations report as well that month. The directors don't want to lose the details that the operations report provides.

Ministry of Tourism update – Janet Jones

- Campaign report – suggestion to be sure that we include conversion in the report. This detail helps the Ministry when it reports to government.

- RTU – current progress report (FY 2015-16) is in the que

- new rule in RTO Guide that will address HST rebate (new guide expected out by mid-December)

- SWOTC was encouraged to combine our reports with the MTCS reports (progress & final) to make it easier on SWOTC when submitting the MTCS reports.

- TPA /business plan with marketing plan is due on Jan 15, 2016. Board needs to approve the report before it goes to the Ministry

- Partnership projects

- Town Hall meeting – November 19 in London and December 3 in Windsor

- OTMPC – consumer and B2B website redone – Directors are encouraged to check out the entire website

- Celebrate Ontario – applications are being reviewed – slight increase in submissions

- Travel Industry Act – government is seeking amendments to the Act – submissions are now being accepted.

Other Business – none

New Business – none

In Camera – moved and seconded to move in camera at 1:56 p.m.

Out of *In Camera* – 2:24 p.m.

Motion to **adjourn** at 2:25 p.m. AIF.

Recording secretary – June Nussey