



**Board of Directors Meeting  
December 5, 2016 at 10 a.m.  
Kettle Creek Inn, Port Stanley, ON**

Present: Tom O'Brien, Grace McGartland, Brad Rice, Marilyn Havelka, Bradley Oke, Anna McNutt, Mark Moran, Steve Martin, Adriano Ciotoli

Regrets: Anne Marie Fortner, Ken Whiteford

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

Chair Tom O'Brien called the meeting to order at 10 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 October 12, 2016 minutes. Carried.

**Business arising from minutes:** none

Presentation: Jean Vedova – Kettle Creek Inn

Everyone introduced themselves and their business to Jean.

Jean informed us that she has been the owner of the Inn for 33 years.

A few of Jean's thoughts about SWOTC and Ontario's Southwest (OSW) campaigns.

- OSW does a great job in communicating with its members
- Southern Ontario is a gem waiting to be discovered
- The Inn has visitors coming from Kitchener, Waterloo, Guelph; some from Toronto are starting to come.
- ease of drive to here compared to going up Hwy 400.
- Blue Flag status to be flaunted
- Kettle Creek Inn is using OSW wineries and OSW microbreweries
- Port Stanley is still a commercial fishing industry
- Put more emphasis on spring and fall – summer sells itself- more in off season
- The water is the draw but it isn't what they do

**Blue Sky Thinking**

Mark Moran reviewed all the ideas that were discussed at the Board retreat in July.

**Treasurer's Report** – Marilyn Havelka

Suggestion to add year end forecast

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

**Finance and Audit** – no report

**Planning & Evaluation** – Mark Moran

The committee will be meeting in January to review the votes from the Blue Sky thinking.

TIAO conference – Mark gave a brief update

TIAC conference – Jim and Tom gave a brief update.

Northern Ontario Conference – Bradley O gave an update

**Governance Committee** – Brad Rice

- Risk Policy update – Bill Allen has updated our risk policy. The committee will review first and then bring it back to the Board.

**Executive Committee** – to discuss 'in camera'

**Conference sub-committee** – Grace McGartland

- Brief overview, sponsorship, registration fee structure were all discussed.

**Operations Report** – written report

**Ministry Update** – Janet Jones

- written report

**Other Business**

**Business Plan** – distributed to the board to review. There was a discussion about the new data from 2014. The business plan will be taken back to the staff to check the data and see if that will impact the report.

Moved and seconded to approve the plan in principal and to review the data. Carried.

January 11 at 10 a.m. is a conference call if there is a need to further discuss the business plan before it is sent to the Ministry.

**Next meeting** – March 6 at 5 p.m. – dinner and then board meeting prior to the OSW Tourism Conference.

In Camera session at 1:30 p.m.

Out of 'In Camera' session at 2 p.m.

Moved and seconded to accept the Executive report regarding the Executive Director compensation package. Carried.

Motion to adjourn. Meeting adjourned at 2:05 p.m.