

Board Meeting
Oct 12, 2016 at 10:30 a.m.
Clock Tower Inn, Strathroy

Present: Bradley Oke, Anna McNutt, Steve Martin, Ken Whiteford, Grace McGartland, Adriano Ciotoli, Marilynn Havelka, Mark Moran, Brad Rice, Anne Marie Fortner

Regrets: Tom O'Brien

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

Vice Chair Mark Moran called the meeting to order at 10:30 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 June 8, 2016 minutes. Carried.

Frequency of Board meetings – Executive Committee recommends 4 meetings per year, strategically positioned throughout the fiscal. Discussion followed about the process and bylaws concerning the frequency of meetings.

Moved and seconded that the Board accept the Executive Committee recommendation of meeting four times per year with a review at the strategic planning meeting in July. Carried.

The measurements of efficiency will be if staff is getting things done in a timely manner. Meetings will held in October, December, March (at the conference) and in June prior to Annual General Meeting with a strategic planning meeting in July.

Treasurer's Report:

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

Finance & Audit report:

SWOTC has shared our Risk Management matrix with the other RTOs during the group RTO meeting held recently in Toronto. Tourism Toronto will also share theirs with us when completed.

Planning & Evaluation report:

Written report

In some of the cases we have overachieved on targets.

Cultural Tourism

Moved and seconded that SWOTC continue on our current 2017/18 course and research all market opportunities that we could focus on in the future. Carried.
Staff will communicate this decision to DMOs and welcome any data they have.

Strategic Plan 2017/18 discussion

Blue Sky ideas

Bring back to the Board at the December meeting

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

Governance report:

Moved and seconded that the Board agrees it is appropriate the risk management manual be integrated into the policy manual. Carried.

Moved and seconded to accept Governance report. Carried.

Ministry update:

Satisfaction survey – staff are encouraged to review and see if any course correction is needed.

Tourism Action plan was released in June 2016. It leads to A Strategic Framework for Tourism in Ontario to be released in late fall.

TREIM model to be enhanced.

Celebrate Ontario was launched in September. Applications are due in November.

When looking at strategic plan, it is suggested that we look at Return on Investment (ROI) when possible.

Conference committee update – Grace McGartland

Theme: “Experience Parts unknown”

- drive it through experience
- every segment is experiential
- keynote speakers that are motivational and stories that can be practical
- workshops are practical

1st day has 3 segments –

Welcoming luncheon; tour of London; comeback together and do a debrief; end with a ‘speak’ easy

- reminder to remember accessibility for the tour

Day 2 – trends in tourism; breakout sessions – morning and afternoon; notable speaker at luncheon as a revenue stream

- Keynote speakers (2) need to be motivational, different topics, no ‘canned’ speeches; 1 Canadian and 1 International speaker

- 2017 is Canada 150 – maybe a topic/theme to keep in mind

- Innovation award – asking Board for help

During nutrition break – having a market place in a path.

Training sessions would run concurrent to the 1st day tours – AGCO with new liquor laws or a food handling session

Future conference (s)

- moving people out of the conference setting

- we haven't tied ourselves to any specific locations for 2018 at this time.

Operations report:

Positive anecdotal feedback from Chocolatea

JT was recently married on Oct 1

Agency of Record (AOR) 2 year term is up and it is time to go out to market/tender.

Request for Information was sent out. 3 firms submitted a bid. Recommendation to sign back on for 1 year with the option to re-sign for 2 more years. They had the most tourism experience with established relationships (DMOs and Cruise the Coast)

Moved and seconded to renew with current Agency of Record (AOR) for 1 year with the option to re-sign for 2 additional years. Carried.

Jim attended the Great Lakes Public Forum where he attended 2 sessions on Lake Erie – one was a general session, the 2nd one on algae blooms.

EBR (Environmental Bill of Rights) on public registry for Ministry of Environment (MOE)

Moved and seconded to authorize the Chair and Executive Director to make submission to MOE on behalf of health of Lake Erie. Carried.

Joint initiatives with RTOs: health and safety, Risk Management, Research, Human Resources, Cycling (out of province marketing to US and Quebec)

Marketing – Point Edward just made video. We should bring them under our wing and co-market

As we go forward there is a lot of opportunity to reuse them. We should be careful not to reuse the same partners over and over.

2016 “Grape King” is Jamie Quai. This is the first time the Grape King has been in our region (outside the Niagara region) in 17 years.

Executive Committee Report: during the in camera session

Revenue Generation Ideas – suggested to have this item on the agenda before the reports while people are fresh.

Revenue generation ideas were tabled until the next meeting.

In camera session

Out of *In camera session*

Meeting adjourned at 2:55 p.m.