

SWOTC Board meeting
April 9, 2014 at 10:00 a.m.
Virtual

Present: Adriano Ciotoli, Mark Moran, Laurie Hawkins, Lori Da Silva, Ken Whiteford, Grace McGartland

Regrets: Wendie Dupuis, Karen Matthews, Steve Martin, Dave Barnier, Dennis Clarke, Janet Jones

Resources: Jim Hudson, Joanne Wolnik, Jen Moore, June Nussey, Jatinder Uppal

Chair-Elect Adriano Ciotoli called the meeting to order at 10:06 a.m.

Quorum was confirmed.

Moved and seconded to approve agenda. Carried.

Moved and seconded to approve March 19, 2014 minutes. Carried.

No declarations of conflict of interest

Planning & Evaluation committee – Adriano

- After the Board meeting the committee will discuss the 7 proposals that were received for the strategic consultant RFP. A matrix evaluation was used and will shortlist to 3 proposals

- **July Board meeting** – July 8 & 9 will be a strategic planning meeting with the consultant. The meeting is to begin in the afternoon on the 8th until end of business day on the 9th. Suggestion for directors to book time from 1 p.m. on July 8th until 5 p.m. on July 9th. Once the consultant has been hired a more specific time will be determined. Suggestion to have the meeting in one location with accommodations and meeting space under one roof.

Governance Committee – Ken Whiteford

Board recruitment – applications due on Friday April 11, then review of applicants. We have an outside HR consultant to do reference checks.

Governance review – a one page summary and full report to come to Ken W. and Jim Hudson later today (April 9). The full report will come to the May Board meeting with recommendations. This will be done in a 2 hour workshop.

Operations report – Jim Hudson, Joanne Wolnik, Jen Moore

- written report

- looking for Director feedback on format of the report

- Directors would like to meet our agency of record – Loud + Clear at the May meeting when the Marketing plan is presented to the Board.

- Industry website (swotc.ca) will be discussed at the next Board meeting. The directors were asked to take off their 'board' hat and look at the website from an industry viewpoint.

- initial comment from the directors is they liked how the flow of the report links back to the strategic focus.

Treasurer's report – June Nussey

Moved and seconded to approve in principal the draft treasurer's report. Carried.

Executive committee - no report

Ministry update – submitted report

Moved and seconded to accept the submitted report from the Ministry. Carried.

Question – on the 5th bulletin about Board's responsibility for the Transfer Payment Agreement (TPA). Jim H. believes it is a broad statement to all RTOs where some Boards are not seeing or reviewing the TPA before signing.

Advocacy support for 'Connecting America' program

Jim H. bringing this program to the Board's attention.

Key elements - \$210 million marketing to US = \$35 mil federal money per year for 3 years.

TIAC suggests federal MP campaign – connect with MP with suggested letter

Jim is asking the board for SWOTC to endorse advocacy to increase US marketing dollars. This would look at overnight stays.

Discussion followed. Suggestion to put this on the July strategic meeting to see if it fits into our strategic plan.

Moved and seconded to embark on advocacy and support the Connecting America program. Carried.

Annual General Meeting – June 11

Discussion followed about whether to keep the business and education components separate or together.

Moved and seconded to have AGM as a strictly business meeting. Carried.

Next meeting – May 14 to start at 11:30 with lunch, 12 – 2 p.m. workshop with Bill Allen, 2 – 5 p.m. Board meeting with the option of Directors going out for dinner after the meeting.

The Board calendar with locations to be included in monthly board packages. The locations for meetings are to be moved around to all DMOS.

Moved to adjourn.

Meeting adjourned at 11:50 a.m.

June Nussey

Recording secretary