

**SWOTC Board meeting
June 11, 2014 at 10 a.m.
Western Fair District
900 King Street, 2nd floor, London Ontario**

Present: Dave Barnier, Dennis Clarke, Wendie Dupuis, Adriano Ciotoli, Laurie Hawkins, Mark Moran, Lori Da Silva, Grace McGartland, Ken Whiteford

Regrets: Karen Mathews, Steve Martin

Guests: Tom O'Brien – Cooper's Hawk Winery

Staff Resources: Janet Jones, MTCS; SWOTC staff - Jen Moore, Jim Hudson, Joanne Wolnik, Jatinder Uppal, Ashley Windsor, Fatima Cheilat, Loes Borgijink

Chair – elect Adriano Ciotoli called the meeting to order at 10:00 a.m.

Conflict of Interest – no conflicts declared at this time.

Approval of Minutes –

Correction – after coming out of *In Camera* motion to appoint Tom O'Brien should read to nominate Tom O'Brien as a Director at the Annual General Meeting

Moved and seconded to approve minutes of May 11, 2014 as amended. Carried.

Reports

Governance Committee – Ken Whiteford

Governance committee met briefly before the Board meeting.

Terms of office, as recommended by governance committee and subject to Tom O'Brien's confirmation to the board. – Moved and seconded. Carried.

Bill Allen, Jim and Ken met to discuss the prioritization of the 19 recommendations made in the governance review report. The recommendations will necessitate changes to the policy manual. Ken has asked Bill for a proposal on implementing the priorities.

Planning & Evaluation Quarterly Review

Kathy Burns was hired as a consultant for strategic planning sessions for July 8th and 9th, 2014.

Planning & Evaluation Committee Report

Looked at the SWOTC Annual Planning Cycle. Grace took the lead on creating the planning cycle.

Operations Report:

The summer interns have joined SWOTC.

Marketing – Jen

Launching water front campaign in 2 weeks

Still working away at offers, over 60 promotional offers have come in.

Increased number of people reading the newsletters

Business Expo is today in the Progress Building at the Western Fair Grounds. SWOTC is working with Oxford, Middlesex, and Sarnia-Lambton at the booth.

JT has been promoted to 'Marketing Coordinator' after his 2 year review.

Workforce Development – Jim

Jim attended the 'Ontario By Bike' seminar in Middlesex. The attendance was approximately 30 people. There have been positive reviews.

The workforce advisory team will now be co-chaired by a tourism representative and workforce board representative both from Windsor-Essex making coordination easy.

Product and Development – Joanne

Port Dover wine writers event was a success. EPIC would like to host a similar event.

'Cruise the Coast' is this Friday June 13, 2014 in Port Dover. It will be the last one in the summer for a few years. Some board members wondered why the community does not organize an event for the following day, to keep people in and around the area. The regions have never done anything collectively for this event. Suggestions to have a large event around the area or within a few hours. Norfolk has been pushing to get some of the traffic out of the region to spread out the event.

Grand Tour in August – 2000 cyclists coming to the region.

Birding map is complete. Mark stated that the birding map is very good. Suggested to make it more available to the DMO's and maybe consider expanding into the Niagara region.

Investment Attraction – Jim

A meeting has been set up for this month to work on moving forward and working together with Middlesex Tourism and Economic Development. SWOTC will assist.

Government and Administration – Jim

End of the year report has been submitted to Janet and team. We have received payment from the MTCS. Would like to begin quarterly tracking and recording of stats.

Board would like more frequent updates on ministry measurables. The review is done at the end of the quarter, and will be reported to the board the following month.

Treasurer's Report – Dave Barnier

Year End Report – All the processes and final results were in line.

Moved and seconded to recommend the acceptance of the year end financials to the AGM. Carried.

May 2013 Financial Report – Funding came through

Jim, June and Dave to re-examine the accounts payable aging summary in the financials to follow up and understand.

Moved and seconded to accept May financial report. Carried.

Executive Committee Report – no report

Ministry of Tourism Update – Janet Jones

Janet provided a written update. (Attached).

Board members are welcome to come to the TPA-101 staff meeting.

RTU staff will be getting required additional training and risk management training. All staff is required to take part in the training. Part of the transparency with the government.

Reminder that tourism partners need to provide updated content and images to the OMTPC before June 30th. Reminder will be sent out in next newsletter. Jen has sent out a notice to all DMO's.

SWOTC did not place an ad in the 'Best of Ontario', it was \$21,000 for a full page ad.

Other Business

TIAO Submission -Jim

3 SWOTC staff, Adriano and Dennis attended a Chatham session about TIAO submission.

About 23 attendees, plus TIAO and HLT Advisory. Approximately 50 people registered.

Drafted a written input to TIAO. To be submitted no later than the end of the month. Suggestion was made to try to elevate tourism in the eyes of the government, this is a good time to do it with the new government coming in. Suggested that we need a unified message to instill and increase tourism. Add 'Key Message' to the meeting in July during the Strategic Planning session.

Motion was passed and seconded to pass SWOTC report, as amended, along to TIAO. Approval as amended. New chair to sign TIAO submission along with Jim.

Board Committee Briefing – Wendie Dupuis

Reminder to the Directors that when you are participating in a working group (for example Blue Flag, marketing, etc.) you are working as an industry professional *not* a SWOTC board member.

Board committees – Need to work on recording attendance and accurate minutes to submit to June N. Need to be able to track what happens at the meetings. Also needed as a historical trail for new board members coming in.

New Business

Multi-year Results – From an industry perspective it may be easier to balance audit if audit firms are engaged on a multi-year basis. Janet suggests that procurement rules do allow multi-year, the same as with an Agency of Record (AOR).

Anti-Spam Regulation – SWOTC has looked at this with regards to the newsletters and all should be good. Reminder: Mass forwarding may also fall under anti-spam regulations. Make sure all DMO's are in compliance with the new regulation.

Adriano has a travel writer coming down to Windsor on June 21st weekend. They will be documenting their entire trip. Let Adriano know if you would like them to come to your region on the Sunday.

Nmaachihna – Dennis attended the grand opening of 'Nmaachihna' and believes that it has tremendous potential. Was very impressive. May be a good product for Chatham-Kent region. It is open until September.

Ojibwa - Would like to nominate them for a TIAC award. They may not be ready for an award like this, however it is good recognition. Talk about potentially having our own awards. It was suggested that SWOTC may already have a lot on their plate. SWOTC can connect people who are applying for awards with others to help them with their submission.

BDC Young Entrepreneur Award- Shep Ysselstein at Gunns Hill Cheese has been in first place for the past few days. Please keep voting, voting closes tomorrow.

Next meeting: July 8 & July 9. Board members only and select invited staff. Janet will have a report ready from the ministry.

Motion to adjourn.

Meeting adjourned at 11:30 a.m.

Recording secretary – Loes Borgijink

Action Items:

Ken has asked Bill Allen for a proposal on implementing the priorities set out in the Governance Review.

Jim, June and Dave to re-examine the May's accounts payable aging summary in the financials to follow up and understand.

Board members are welcome to come to the TPA-101 staff meeting on July 25.

TIAO submission - Suggested that we need a unified message to instill and increase tourism.

Add 'Key Message' to the meeting in July during the Strategic Planning session.