

SWOTC Board of Directors Meeting
March 19, 2014 at 10 a.m.
Four Points by Sheraton, London ON.

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

Absent: Steve Martin

Resource Staff: Janet Jones, Jim Hudson, Joanne Wolnik, June Nussey

Guest: Bill Allen – WRA Consulting

Chair Wendie Dupuis opened the meeting and welcomed everyone.

There were no conflicts of interest declared.

Moved and seconded to accept the February 12, 2014 minutes. Lori requested a marketing presentation at an upcoming board meeting. Accruals will be allocated for the auditing expenses for this year. CARRIED

Planning & Evaluation Committee - Wendie introduced Adriano to speak about the P&E Committee. A cyclical plan is being developed to go in sync with some of the staff plans and operations plans. This will allow future boards to carry on and follow the plan easily. It provides for quarterly reviews. The process was discussed and the need for it to be a full year process. Recommendation that the board hire a consultant to work with SWOTC to help understand the process and delve into future planning and to help ensure we carry this forward. Consider a consultant for a longer term to allow for continuity with contract to be reviewed annually. This moves us closer to becoming a more strategic planning board.

RFP discussion – a request will be sent to the board to share this with consultant contacts. We need to follow our rule book for procurement. The sub-committee will suggest consultants and staff will produce the RFP.

Add the word submission to Dec. – Jan. 15 Complete TBA “Submission”.

Moved and seconded to accept the SWOTC annual planning cycle with a budget of \$25,000. CARRIED

P&E Committee will meet after this meeting to discuss a sub-committee that will choose the consultant.

Governance Committee – We are seeking to fill one vacancy on the board. The deadline for applications, originally set for April 4th, will be moved back one week to April 11th. Advertising for the position was discussed. We also need Board members to circulate this message for recruitment. A message should go out at the conference tomorrow.

It was moved and seconded that the minutes from the Governance Committee be accepted. CARRIED

Governance review is underway with Bill Allen. Our objective is to review how well the organization is being governed. A report with recommendations will come forward with a final report coming to the April Board meeting.

Operations Report - Jim presented the operations report. 220 are attending the sold out conference. Jim updated the board on industry leader changes in the Regional Tourism Organizations (RTO).

A marketing plan is being developed with Loud + Clear. Jim outlined some of the campaign ideas. A presentation will come to the April board meeting reporting on how the marketing plan ties to the strategic plan. There are a couple of Tourism Oriented Directional Signs (TODS) meetings coming up so that comments that have been solicited can be shared with TODS.

Joanne presented the Product Development Report – the Blue Flag program will name the beaches in May. Joanne is working on criteria for inclusion in water tourism products. She discussed the cycling program which will be shared across the region. The Lake Erie Waterfront Trail audit is done. Vélo Québec is travelling through the Region. Birding product development program is being developed. Festivals and Events sustainability interviews are complete. Joanne is working with wineries and breweries to discuss development ideas.

The latest TPA revision has gone to the Ministry and should be turned around in the next few days. The Operations Report will be structured around the strategic priorities moving forward with more emphasis on accomplishments vs activities.

MTCS may be reducing the priority on the pillar of investment attraction and economic development. There has been no further clarification from the Ministry on this. It remains significant to MTCS, each RTO can determine its own priority.

There should be a contingency plan developed for the research and materials that are being accumulated in the event that the RTO should cease to exist. This should be addressed in the policies or bylaws. Ken W. and Bill A. will investigate.

Treasurer's Report was presented by Dave Barnier. Please get all expenses to the office ASAP as our fiscal year end is March 31, 2014. We will be very close to budget by the end of the year.

General clusters line item will be cleaned up with the help of Jim and Dave to see if there are any re-allocations. The auditor will report on our budgeting to actuals.

Moved and seconded that we accept the financial statements. CARRIED

There was no **Executive Committee** meeting.

Ministry Report – Janet Jones reported that the TPA discussions are ongoing. Janet outlined the timelines and deadlines and mentioned that the performance matrix is due quarterly. They should be collected monthly and reported quarterly. A new partnership guide is imbedded in the RTO guide which outlines better what the government requires for funding partnerships. She outlined the opportunities and results of many projects from the government.

Other Business

Moved and seconded that the Chair-Elect be granted signing authority between March 25 and April 15, 2014. CARRIED

Lori D. has been working on the survey for the Annual Review for the Executive Director. The survey will be out on Friday. Please respond quickly. It takes thought, but it doesn't take long to do to complete.

The **April board meeting** will include a 2 hour workshop on April 9th. Please plan accordingly. June will provide a location. Suggestion to hold it in Aylmer at the Community Center.

Conference Instructions - June outlined everyone's role for the conference.

It was moved and seconded that Board members not accept door prizes at the conference.

CARRIED

The meeting was adjourned.

Karen Matthews, recording secretary