

SWOTC Board meeting
May 14, 2014
East Elgin Community Centre, Aylmer ON

At noon the Board of Directors met with Bill Allen from WRA Management Group to go over the recommendations from the Governance Review. The workshop concluded at 2 p.m. at which time Bill Allen left and SWOTC staff joined the meeting.

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

Regrets: Karen Matthews, Laurie Hawkins, Janet Jones, Jim Hudson

Guests: Stan DiFruscio - Loud + Clear, Theresa Klachan – General Manager East Elgin Community Center, Bill Allen – WRA Management Group (attended workshop only)

Staff Resource: Jen Moore, June Nussey, Joanne Wolnik, Jatinder Uppal

Chair Wendie Dupuis called the meeting to order at 2:05 p.m.

Theresa Klachan, General Manager of the East Elgin Community Centre joined our meeting and gave a quick overview and history of the facility. She explained how they work together with their community businesses. At this time Theresa left the meeting.

Conflict of Interest – no conflicts declared at this time.

Additions to the agenda – under New Business – SWOTC presentation at TIAO consultations. Moved and seconded to accept the agenda as amended. Carried.

Moved and seconded to approve minutes of April 9, 2014. Carried.

Reports

Marketing Report – Jen, Jatinder and Stan

Jen presented the marketing report that will be included with this year's Transfer Payment Agreement (TPA). Some of the areas discussed were:

Geographic target – US and adjacent markets; Summer Campaign positioning which includes deals that draw people because of proximity, newness of experience, exchange of the dollar; Media relations; digital media; e-blast campaign; social media; tracking and measurement. The plan is due to the Ministry by May 30.

Moved and seconded to accept in principal the marketing report. Carried.

At this time Stan D. left the meeting.

Planning and Evaluation – Adriano

A strategic consultant has been hired. The applicants were shortlisted to 3 firms and interviewed on April 25. Burns Consulting is being recommended for hire.

Moved and seconded to accept Burns Consulting as the strategic consultant. Carried.

An initial task force of Dave Barnier and Laurie Hawkins will work with Burns Consulting and Jim Hudson to build the foundation for the July 8-9 meeting.

Governance Committee – Ken Whiteford

Board recruitment – 5 candidates applied, a chart was made of the skill sets of the applicants, reference checks were done on 2 candidates. Recommendation to be discussed at *In Camera* session. The committee will be moving forward with the selection process matrix as presented in the Governance review report.

Workshop – “Risk is NOT a Board Game” – session in London on June 4. Suggestion to have Board members attend. Steve Martin has volunteered to attend.

Governance Review – Moved and seconded to receive the report and distribute to our regional tourism industry advisor. Carried.

Moved and seconded to receive the May 7 Governance committee minutes. Carried.

Operations Report – written report

Suggestions for swotc.ca – to include board minutes on the site; register through the website for workshops e.g. “Ontario by Bike” workshop which was recently held; send e-blast about what’s new on the site and link to site. Directors like the new updated industry newsletter – people expect regular communication; subject line to have more specific tag line. Newsletter could include things like: 3 quick facts e.g. Travel is up x% from last year, meeting dates. Have a login page for DMOs where we could drill down for trends.

Treasurer’s Report – Dave Barnier

Moved and seconded to accept financial report. Carried.

Executive Report – no report

Ministry Report – written report

The Board would like to see the Performance Measures (PM) tracking template, mentioned in the report, on a quarterly basis.

The report was accepted into record.

New Business:

TIAO consultations – session for RTO1 is being held in Chatham on June 4 in Chatham. This is a 5 year review of the Ontario Tourism Competitiveness Study completed in 2009 (aka the “Sorbara Report”). The Board suggested that a written report be submitted by RTO1. Also directly contact the 9 Destination Marketing Organizations (DMO) to ask them to attend this consultation. At this time, 2 board members – Dave B and Steve M have stated they would be attending.

Moved into *In Camera* session at 4:46 p.m.

Moved out of *In Camera* session at 5:23 p.m.

Moved and seconded to appoint Tom O’Brien as a Director after the Annual General Meeting to fill the Board vacancy. Carried.

What's Happening:

On July 6th there is a Smugglers Run Trail Race at Long Point Eco Adventures (1 km, 6 km, 12 km or 18 km). All runners welcome.

Windsor Beerfest sold 100 tickets in a matter of hours of opening online registration. The event takes place Oct 17 & 18/14.

Memorial Cup starts May 15.

Directors are asked to consider running for Executive positions.

Motion to adjourn. Meeting adjourned at 5:30 p.m.