

**SWOTC Board of Directors Meeting  
December 13, 2017 at 11 a.m.  
Bourbon Street restaurant, London**

**Present:** Marilyn Havelka, Anne Marie Fortner, Grace McGartland, Bradley Oke, Adriano Ciotoli, Mark Moran, Scott Fischburg  
Tom O'Brien (via conference line)

**Resources:** MTCS – Janet Jones, SWOTC – Jim Hudson, Jen Moore, June Nussey, JT Uppal, Joanne Wolnik

**Regrets:** Susan Judd, Brad Rice, Anna McNutt

**Chair Mark Moran** called the meeting to order at 11:10 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 October 11, 2017 minutes. Carried

**Business arising from minutes** – none

**Ideas and Observations** – discussion about the legalization of marijuana and impact on the tourism business.

**Business and Marketing Plan** –

Suggestion that performance measures be detailed to limit the amount of back and forth with the Ministry once the plan has been submitted in January.

Staff to determine by the January 9 board meeting about a possible additional staff person and where the reductions will come from to pay for this person. Also, a breakdown of staff salaries & benefits will be allocated to the appropriate pillar.

Moved and seconded to agree in principle with the plan as presented with modifications as discussed. Carried.

**Treasurer's report** – Marilyn Havelka

Moved and seconded to accept the Treasurer's report. Carried.

**Finance and Audit committee report** – no report

Risk management falls under the Finance and Audit committee which will need to review who will assist with risk assessment as Tom O'Brien who presently sits on the committee will be leaving the Board at the June annual general meeting.

### **Planning and Evaluation report**

November 8 minutes to be distributed to the Board for the January meeting.

Members of the committee updated the board on the following areas: Bradley Oke – Marketing, Scott Fischburg – Investment Attraction, Anne Marie Fortner – Product Development, Grace McGartland – Workforce.

The balanced scorecard will be distributed with the January board package. The committee will provide updates after: a) the progress report which is submitted on Oct 30 and b) the final report which is submitted on April 30.

### **Governance Committee report** – written report

Governance had its own meeting to establish the current documents fit, and provide observations related to gaps. The committee then reached out to the Board as a whole to determine everyone's thoughts regarding content. Staff had input as well.

Brad Rice provided all the thoughts back to Jim to be shared with Bill Allen so that we could establish a cost for making the enhancements. From there we will potentially require Board approval for a spend to incorporate any changes and an agreement on the changes/additions themselves.

Overall the committee is pleased with our current Board policy manual. It was appropriate for the Board to undertake the review based on the amount of time that has gone by since the last one and the responsibility we have to the province.

Suggestion: Explore why the past Chair doesn't sit on the Executive committee (F2a)  
Moved and seconded to accept the Governance report. Carried.

### **Executive committee report** –

The Executive Director's job description has been updated and is going to Governance committee to be incorporated into the Board policy manual which will need Board approval to be finalized.

Moved and seconded to accept Executive committee report. Carried.

### **Operations report** – written report

WindsorEats/Adriano Ciotoli won an award at TIAC.

WindsorEats/Adriano Ciotoli and Caesars Windsor both won awards at TIAO.

Congratulations to Joanne Wolnik on coordinating a successful Experiential Development Workshop.

Meeting with Deputy Minister of Tourism Culture and Sport has been rescheduled to January 12, 2018.

Discussion and explanation as to why we are going to discontinue JackRabbit in the next fiscal.

Moved and seconded to accept the operations report. Carried.

### **Ministry of Tourism update** – Janet Jones

Progress report has been returned to the RTO for a few updates but the approval for the 10% funding allocation has been initiated.

Budget to Actuals plus the Attestation report are due on January 2/18

Celebrate Ontario application deadline was November 14 with 440 applications. The winners are expected to be announced in March.

Ontario Tourism Marketing Partnership Corp has been renamed to Destination Ontario.

### **Other Business**

**TIAO conference** – Bradley Oke attended as a representative of SWOTC with SWOTC staff – Jim Hudson, Joanne Wolnik and JT Uppal

The 2018 TIAO conference will be held in Windsor Ont. on Oct 23 & 24. Suggestion to have the October Board meeting at or near the TIAO conference.

**TIAC conference** – Mark Moran attended with Jim Hudson.

Much of the items discussed at the conference were things that SWOTC can't influence. E.g. Canada – China year in 2018. Mark felt that directors would find more value in TIAO conference. TIAC is more for the Executive Director to attend.

Discussion followed about whether to keep TIAC membership for 2018. TIAC membership may not be renewed for 2018.

**DMO council** – Anne Marie Fortner and Mark Moran attended the meeting in Sarnia. Suggestion to create a template on what the DMOs would report on during the round table, thus leaving time for more meaningful conversations on other items. For the marketing advisory committee look at asking in other stakeholders to be part of the committee. Presently there are 14 representatives plus 2 staff members.

### **New Business**

**Innovation Award** – deadline December 31, 2017. More applicants are welcome. Directors are encouraged to either nominate someone or a business for the Innovation awards. Or directors can encourage businesses to self-nominate.

**Board recruitment** – Directors are encouraged to think about potential new board members. There will be 2 vacant positions at the AGM in June.

Chair Mark wished everyone a Merry Christmas.

Motion to adjourn. Meeting adjourned at 1:50 p.m.