

SWOTC Board of Directors Meeting October 11, 2017 Texas Longhorn Ranch, Strathroy

Present: Anne Marie Fortner, Susan Judd, Mark Moran, Tom O'Brien, Brad Rice, Marilyn Havelka, Grace McGartland, Scott Fischburg

Regrets: Bradley Oke, Anna McNutt, Adriano Ciotoli

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

Chair Mark Moran called the meeting to order at 12:00 p.m.

Confirmation of Quorum

Conflict of Interest – none declared at this time

Moved and seconded to approve the September 13, 2017 minutes. Carried.

Moved and seconded to approve the agenda. Carried.

Business arising from minutes – none

Ideas and Observations:

1) Suggestion for SWOTC to run its own event similar to London Food & Wine show and the pop up event SWOTC organized in Toronto with iYellow Wine group
- add on to the March 2019 OSW Conference
- ask at the 2018 conference if attendees prefer 2 days added to the conference (4 days in total) or as a stand-alone event.

ACTION ITEM – staff to investigate – Scott Fischburg available if additional help is needed.

2) Pelee Island is exploring ways to fund tourism. They are looking at various options. E.g. \$2/ticket added to ferry rides.

ACTION ITEM – any other experiences or examples that Board members have seen, please let Anne Marie know.

Treasurer's report – Marilyn Havelka

Janet Jones has requested electronic copies of the financial reports at the same time as the Board members receive the reports. This will be discussed *in camera*.

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

Finance and Audit Committee report – no report

Planning & Evaluation Committee report –

Adriano is stepping down as Planning & Evaluation Chair. Interim Chair will be Mark Moran.

Mark has recommended that Grace McGartland be Planning & Evaluation Chair with Bradley Oke to take over after the Annual General Meeting in June 2018.

Moved and seconded that G. McGartland be Planning and Evaluation Chair. Carried.
Strategic Plan for 2018 – 2020 was circulated with the Board package.

Moved and seconded to accept the 3 year Strategic plan. Carried.

The plan will remain confidential until the Business plan is written and submitted to the Ministry in January 2018, after which the strategic plan would be posted on swotc.ca

Moved and seconded to accept the Planning and Evaluation report. Carried.

Governance Committee report – Brad Rice

The committee has not had a chance to review the policy manual but will do that before the end of the month. Overall the committee feels the policy manual is thorough but there may be places to fine tune it.

Janet Jones noted that she has access to Board governance training and will make that available to Brad Rice.

Moved and seconded to approve the Governance report. Carried.

Executive Committee report – items to be discussed in camera.

Operations report – written report

A joint DMO Council and Marketing Advisory Team meeting will take place on Nov 15 in Sarnia. Anne Marie Fortner, Scott Fischburg and Mark Moran have shown interest.

Learn to Bird workshop – attendees – 43% were from 40+ km, 50% were from 100+ km, no one was local.

Oct 17 – 19 Experience Development Workshop

Conference – a letter was received from Best Western Leamington assuring the Board that the hotel has the Best Western brand with no fear of losing it.

London Wine & Food show for the OSW pavilion is sold out (39 booths)

Moved and seconded to accept the Operations report. Carried.

Ministry of Tourism update – Janet Jones

- upcoming call with RTU & RTO to finalize repayable to the Ministry

- deadline for the Progress report is Oct 31

- RTO Guide will be discussed at the Oct 17 RTO meeting – update will be given at the December 13 Board meeting

- Janet chaired the Pelee Island ferry meeting. A launch party with Ministry of Transportation and MTCS minister will be held between March 23 and April 18, 2018.

The date will be finalized in the New Year. Tourism Windsor Essex will host the party in Windsor.

Once the ferry arrives during the tourism season, launch parties will be held in Kingsville, Leamington and Pelee Island.

Other Business – none

New Business –

Gail Cahill, co-owner of Texas Longhorn Ranch, gave a brief history about the Ranch.

Next meeting – December 13, 2017 in London

In camera session – 1:50 p.m.

Out of in camera session – 2:30 p.m.

Moved and seconded to share financials with MTCS once they have been approved by the Board. Carried.

Moved and seconded to give the Executive Director a 2.0% raise retroactive to April 1, 2017. Carried.

Meeting adjourned at 2:35 p.m.