

**SWOTC Board meeting**  
**May 23, 2023 at 10:30 a.m.**  
**Virtual**

**Present:** Craig Goyetche, Aileen Murray, Denny Vervaet, Lindsay Wilson, Peter Rigby, Irma Joeveer, Kelly Provost, Jennifer Flynn, Tommy De Vos, and Janet Jones, MHSTCI

**Absent:** Troy Loop, Susan Judd, and Andrew Meyer

**Resources:** OSW - Joanne Wolnik, Kelleagh Alexander, Ana Baxter, Jen Moore, Jatinder Uppal, Emma Rowley, Megan Carman, Interns – Anika Arora and Brendan Lowrie

**Chair Aileen Murray** called the meeting to order at 10:32 a.m.

**Confirmation of Quorum**

**Conflict of Interest** - none declared at this time.

Motion to approve the agenda by Craig and seconded Peter. Carried.

Motion to approve the March 7, 2023 minutes by Irma and seconded by Peter. Carried.

**Business arising from minutes:** none

**Ideas and Observations:**

Hotels are experiencing high levels of occupancy and thus rates are increasing. Consumer expectations are very unrealistic. Short-term occupancy data is available. Noticing less travel to the USA on an anecdotal level. There is a travel advisory for Florida right now. Seeing an uptick in travellers coming from Michigan.

**Treasurer's Report and Finance Report:**

Motion to accept the treasurer's report and the unaudited financial reports by Peter and seconded by Craig. Carried.

**Special thanks** to Emma Rowley and Team OSW for the work put into the Tourism Relief Fund.

**Operations Report:**

Team OSW welcomes Anika Arora and Brendan Lowrie for the summer. Team OSW provided general updates as well as updates on tourism leadership, tourism supply support, tourism demand generation, and the Tourism Relief Fund. Written report submitted to Board of Directors.

Motion to endorse the Sustainable Tourism 2030 Pledge on swotc.ca by Peter and seconded by Craig. Carried.

**Planning and Evaluation Committee:**

Summer strategic planning retreat was discussed. Doodle Poll will be sent out to block out the 1.5 days. Planning for the second or third week of August. Most likely in Port Stanley.

**Governance Committee:**

The committee received 10 applicants for the 3 board vacancies. The committee shortlisted the applicants to 4 which were sent off to Ken Whiteford to check references.

The governance and bylaw review continues.

**Executive Committee:**

no report

Executive Director evaluations are due at the end of today.

**Ministry Update:**

A portion of the 2022-23 TPA was provided. 2023-24 Business Plan Submission deadline is coming up. Janet shared the 1-pager document that the RTU created. The Board would like to have Destination Ontario attend a future Board Meeting. They'd also like to know how Destination Ontario is doing ROI on marketing.

**Next meeting** will be in person at Fore! Oxford on June 20<sup>th</sup> and will be part of the Annual General Meeting. Eventbrite link will be provided to the Board.

Motion to move into "In Camera" by Irma and seconded by Peter. Carried at 12:11 p.m.

Motion to move out of "In Camera" by Kelly and seconded by Denny. Carried at 12:27 p.m.

Motion to **adjourn meeting** by Jennifer and seconded by Peter. Carried at 12:27 p.m.