

**SWOTC Board meeting
January 12, 2022 at 10:30 a.m.
Video call**

Present: Peter Rigby, Aileen Murray, Craig Goyetche, Kelly Provost, Irma Joeveer, Andrew Meyer, Lindsay Wilson, Troy Loop, Susan Judd

Regrets: Bradley Oke, Tommy De Vos

Resources: Janet Jones - MHSTCI; SWOTC - Joanne Wolnik, June Nussey, Ana Baxter, Jen Moore, Kelleagh Alexander

Vice Chair Aileen Murray called the meeting to order at 10:34 a.m.

Congratulations to Susan Judd and her husband Tom on the birth of their son Teddy born on December 12, 2021. Teddy made an appearance at the board meeting.

Confirmation of Quorum

Conflict of Interest - none declared at this time.

Moved and seconded to approve the agenda as circulated. Carried.

Moved and seconded to approve the December 8, 2021 minutes. Carried.

Business arising from minutes – none

Ideas & Observations:

- last round of lockdowns (started Jan 3) has brought some real concerns – fear of losing many businesses
- people are exhausted and some businesses have given up and closed up

Business plan – 2022/23

Joanne reviewed the plan and highlighted some of the changes from the previous fiscal.

- More emphasis on workforce and communications to the industry
- Industry communication and engagement – outreach and communications – want to build an ambassador program
- enhanced research

Next steps – submit to the Ministry by January 15.

Moved and seconded to approve the business plan as circulated. Carried.

Once the plan is approved by the Ministry, the plan will be translated and posted publicly on swotc.ca

Treasurer's Report:

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

Finance & Audit Committee: no report

Planning & Evaluation Committee:

Strategic plan facilitator – Request for proposal (RFP) posted. – received 10 submissions; short listed; one company selected.

Moved and seconded to recommend engaging Twenty31 Consulting, subject to reference checks and 2nd review of plan. Carried.

What to expect from the process –situational analysis; end of January stakeholder engagement til the end of February; early March compiling the plan and will come back to the Board

Governance committee: no report

Executive Committee: no report

Operations report:

TRF update – no news – haven't heard anyone has received any funding

Marketing – re-messaging what is appropriate to take place now; new ontariosouthwest.com website goes live today.

Workforce – calendar put together of courses available

Unlocked & Inspired v5.0 – determining when or if to shift to virtual from in person

Board portal – demo – setup on swotc.ca; Directors will be given the password to access the site. The portal will hold all the documents for board meetings. It will also have folders for orientation material; Board policy manual and strategic plan.

Conference update – waiting until after Jan 26 (when the restrictions will be re-evaluated) to decide if the conference will be only virtual as opposed to hybrid. Directors will be given a promo code to register for the conference and pick the sessions of their choice. For any director attending in-person SWOTC will be booking hotel rooms on their behalf. Directors do not need to book hotel rooms.

Ministry update:

New faces at the Ministry – Deputy Minister (DM) Sarah Harrison and Assistant Deputy Minister (ADM) Katherine Kelly Gatten

Reconnect closes February 15

Tourism Recovery Fund – announcements by February

Destination Ontario has pulled back on advertising

Staycation tax credit is getting media play

Other Business:**New Business:**

Next meeting – tentatively set for morning of March 8 – prior to the start of the conference which starts at noon.

Aileen moved to adjourn.

Meeting adjourned at 11:53 a.m.