

SWOTC Board meeting
March 22, 2022, 2022 at 10:30 a.m.
Video call

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

Regrets: Bradley Oke, Ana Baxter, Megan Carman, Emma Rowley

Guest: Joe Naaman, Twenty31 Consulting

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

Chair Susan Judd called the meeting to order at 10:35 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 January 12, 2022 minutes. Carried.

Business arising from minutes: none

Ideas & Observations:

Southern Ontario Tourism Conference – new group of faces at the conference;
Congratulations to everyone for a great conference.

Strategic Plan – Joe Naaman – Twenty31 Consulting

Joe N took everyone through the draft of the strategic plan report.

The plan was designed with flexibility in mind.

Assigning the strategic plan strategy to the Planning & Evaluation committee.

Susan let the Board know the plan is more comprehensive than the Board has traditionally done. Board to look at the higher level concepts and allow staff the flexibility to carry out the plan.

Any comments for changes are to be sent to Joanne who send them over to Twenty31.

Deadline is end of day Wed. March 23.

Thanks to Joe Naaman and Andrew Meyer for all their work.

Treasurer's Report: Peter Rigby

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

Finance & Audit Committee

Recommend to setup a reserve fund to have operating capital for bridge funding until the Ministry allotment comes in at the start of the new fiscal.

Moved and seconded to approve the Finance & Audit committee's recommendation.

Carried.

Planning & Evaluation

A 2 page executive summary of the strategic plan will be created either in house or with Twenty31.

Moved and seconded to have a shorten document of a strategic plan to distribute to stakeholders. Carried.

Susan thanked everyone for their support in this process.

Governance

The committee will meet on March 30 to review the Board of Director applications which are due March 28. The committee will also review proposals received for the governance policy review. Directors are asked to encourage people to apply for one of the two positions available.

Executive Committee – no report

Operations report

Special recognition for 10 years of employment with SWOTC in 2022 – Jen Moore, June Nussey and JT Uppal.

On behalf of the board, Susan expended a huge thank you to each of these individuals.

Reserve fund – Joanne will work with the governance committee to establish a policy regarding the % of operating budget or an amount for the fund.

Ministry will support Ottawa and Windsor due to the blockades. Money will flow to SWOTC and then sent to Tourism Windsor Essex Pelee Island (TWEPI). SWOTC will be responsible to gather the reports from TWEPI regarding how the funds were spent. Tourism Relief Fund – nothing official yet. SWOTC is waiting to hear from FedDev regarding the final dollar amount allocated to SWOTC.

- putting together a task force. If any director is interested on sitting on the task force, please send a note to Joanne.

- will be setting goals and processes for the program. There will be additional staff to carry out this program. We want to make sure there is input from grassroot businesses. Marketing, Tourism Development and Research each gave highlights from the written report.

Moved and seconded to approve the operations report. Carried.

Ministry update

The Ministry is translating the business plan into a legal document

Strategic plan – commend the Board on the process

Minister advisor panels – no reports presented

Tourism Recovery fund – announcements should be coming from the Ministry shortly.

Other business -none

New business – none

Observation – In general during the pandemic, the meeting decorum has declined over zoom but SWOTC's meetings are done well and a pleasure to attend.

Next meeting – discussion about whether the AGM should be in person, virtual or a combination of the two.

Moved and seconded to have a hybrid AGM on June 8, 2022. Carried.

The location will be central to the region.

12:32 p.m. moved to 'in camera' session

12:38 p.m. moved out of 'in camera' session.

Meeting adjourned.