**SWOTC Board Meeting**

**August 16, 2023, at 10:30 a.m.**

**Fore! Oxford, Woodstock**

**Present:**

**Regrets:**

**Resources:** OSW -

**Chair Aileen Murray** called the meeting to order at

**Confirmation of Quorum**

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

Lindsay motioned and Kelly seconded to approve the agenda. Carried.

Peter motioned and Denny seconded to approve the June 20, 2023, minutes. Carried.

**Business arising from minutes**: none

**Melanie Robert, VP & CMO, Destination Ontario:**

Discussed what Destination Ontario (DO) does when it comes to marketing and how they measure their marketing impact.

Jen shared how Ontario’s Southwest (OSW) is measuring impact. Similar to DO, OSW is conducting consumer surveys, and review analytics on OntariosSouthwest.com and social media.

Melanie agreed that the ways OSW measures impact are effective.

Analytics DO tracks:

* Paid Content Media: impressions/reach, ad clicks, cost-per-click, click-through-rate, and video completion rate for ads.
* Web analytics: click-to-landing ratio, sessions, views/sessions, engagement rate, user engagement per engaged session, lead conversion rates, leads to partners.

Kelly asked how DO tracks consumer spending as a result of the ads and Melanie confirmed that they can’t track that directly since they don’t sell directly on their website. Models may be used to predict spending due to OSW’s marketing. Discussed how OSW may be able to educate operators on tracking performance after referrals are made.

Through DC, OSW now has visitor spending aligned to accommodation. Kelly would like to see an update on how the visitor spending aligned to accommodations is impacted by OSW ads. OSW is going to start piloting how to layer campaigns with what is observed in the data to look at attribution. OSW can look at source markets, timing, target markets, etc. That layered with surveys should help close the gap.

**New Business:**

Committee Chairs should meet with their committees prior to the October Board Meeting to make sure that everyone knows what is expected and that deadlines are set.

**Treasurer’s Report:**

Peter shared the Q1 Statement of Financial Position, Statement of Operations, and the Variance Report.

OSW didn’t receive the Summer Student funding, but the value is well worth the additional expense.

5% variances are considered nominal. Any variances outside 5% were reviewed and no concerns were raised.

Lindsay motioned and Jeff seconded to accept the Treasurer’s report. Carried.

**Finance and Audit Committee Report:** No updates

**Planning and Evaluation Committee:**

Troy went over the schedule for the Strategic Retreat. No questions.

**Governance Committee Report:**

Kelly provided the Governance Committee Report. No questions.

**Ministry Update**:

Janet provided an update from the Ministry.

October 27th is the next deliverable that will trigger funding.

Experience Ontario has been released. 15 events were funded in Ontario’s Southwest.

Tourism Development Fund closes in September. Thank you, OSW for putting it in your newsletter. Kelleagh asked about sharing a webinar to educate operators. The ministry is unable to do this and advised OSW not to either.

Janet suggested the Board looks at the [Ontario Tourism Industry Health Check](https://lookerstudio.google.com/u/0/reporting/1fdc3c13-1e41-4c54-80a2-36cdac7d3911/page/p_l2puhja34c) report before the Strategic Retreat. This information is included in The Snippet regularly.

**Operations Report:**

Team OSW provided general updates as well as updates on tourism leadership, tourism supply support, and tourism demand generation. Written report submitted to Board of Directors.

Joanne shared the OSW Organizational Diversity Integration Plan. Written report submitted to Board of Directors. Lindsay asked if there will be integration with the Bylaw Review and Joanne confirmed it will be.

Lindsay motioned and Peter seconded to endorse the OSW Organizational Diversity and Integration Plan. Carried.

Joanne shared the Sustainability Action Plan Tracker. Written report submitted to Board of Directors.

Lindsay motioned and Peter seconded to endorse the Sustainability Action Plan. Carried.

**Next Meeting: Strategic Retreat August 21 at the Port Stanley Festival Theatre.**

Kelly motioned and Irma seconded to endorse the move into an in-camera session at 12:06 p.m. Carried.

Irma motioned and Kelly seconded to come out of the in-camera session at 12:18 p.m. Carried.

Kelly motioned and Peter seconded to adjourn the meeting at 12:19 p.m. Carried.