

**SWOTC Board meeting
June 8, 2022 at 9:30 a.m.
Paradigm Spirits, London**

Present: Troy Loop, Irma Joeveer, Susan Judd, Lindsay Wilson, Tommy De Vos, Kelly Provost, Craig Goyetche, Aileen Murray, Peter Rigby

Regrets: Andrew Meyer, Janet Jones, MHSTCI

Absent: Bradley Oke

Resources: OSW - Joanne Wolnik, June Nussey, Kelleagh Alexander, Ana Baxter, Jen Moore, Jatinder Uppal, Emma Rowley, Megan Carman, Interns - Brad Taylor, Suzie Sawicki

Chair Susan Judd called the meeting to order at 9:39 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 March 22, 2022 minutes. Carried.

Moved and seconded to approve the April 11, 2022 motion as approved via email. Carried.

Motion to support Ontario Southwest Tourism Relief Fund, funded by the Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), to provide support to tourism-dependent SMEs, not-for-profit organizations, municipalities, and Indigenous tourism operators (Ultimate Recipients). SWOTC will receive a total of \$7,000,000 to cover administration costs (up to 10%) and to provide non-repayable contributions of up to \$100,000 for up to 50% of eligible costs for for-profit businesses and up to 100% of eligible costs for not-for-profit organizations, to strategically adapt products and services to adjust to changing public health requirements while planning for, and investing in, recovery efforts for future growth.

Business arising from minutes: none

Ideas and Observations:

OSW Tourism day

2SLGBT+ training day recap

Treasurer's report:

Moved and seconded to accept the treasurer's report. Carried.

Moved and seconded to recommend the audited statements to be presented at the Annual General Meeting. Carried.

Finance and Audit: no report

Planning and Evaluation Committee:

Joanne will present the new strategy at the upcoming Annual General meeting. Tourism Leadership, Tourism Supply Support and Tourism Demand Attraction. At the next Board meeting, it was suggested to talk about what we liked and didn't like about the process.

Governance Committee:

After the annual meeting, Bradley Oke and Tommy DeVos will be stepping down from the Board. The committee received 9 applicants for the 2 board vacancies. The committee shortlisted the applicants to 4 which were sent off to Ken Whiteford to check references.

Moved and seconded to recommend Jennifer Flynn and Denny Vervaet to the Board. Carried.

Special thanks to Susan Judd who has led the board through the last 2 years.

Thanks to the Governance committee for their work done through the board application process.

Executive Committee – no report

Susan said this experience of Board Chair was fantastic and humbling. Thanks to everyone that sits on the Board to make this job easier.

Operations report:

Joanne introduced the two summer interns – Brad Taylor and Suzie Sawicki. It has been a busy start to the fiscal. Industry communication is being ramped up. Swotc.ca is being completely rebuilt with a new launch later this summer.

Tourism Relief Fund – we were incredibly oversubscribed. Over the next 3 weeks, we will be rolling out communications until the end of July.

Written report submitted.

Moved and seconded to accept the operations report. Carried.

Ministry update: Janet sends her regrets.

Next meeting will be determined by the new Board of Directors.

Moved to 'In Camera' at 11: 27 a.m.

Moved out of 'In Camera' at 11:45 a.m.

Motion to adjourn. **Meeting adjourned** at 11:45 a.m.