

**SWOTC Board meeting
September 29, 2021, 2021 at 10:30 a.m.
video call**

Present: Susan Judd, Peter Rigby, Craig Goyetche, Andrew Meyer, Irma Joeveer, Lindsay Wilson

Regrets: Aileen Murray, Tommy De Vos, Bradley Oke

Absent: Troy Loop, Kelly Provost

Resources: Janet Jones - MHSTCI; SWOTC - Joanne Wolnik, June Nussey, Jen Moore, Ana Baxter, Kelleagh Alexander, Emma Rowley, Megan Carman, JT Uppal

Joanne Wolnik introduced Kelleagh Alexander as the new Tourism Development Manager, Ana Baxter has joined the team full time as the Research & Strategic Partnership manger; Emma Rowley is on contract as our Workforce Development Project Coordinator

Ideas and Observation from the region from restaurants regarding the implementation of Vaccine Passports.

Chair Susan Judd called the meeting to order at 10:52 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 June 8, 2021 minutes. Carried.

Moved and seconded to approve the June 9, 2021 post AGM minutes. Carried.

Moved and seconded to approve the Tourism Relief Fund motion as voted on email. Carried.

Motion: to support SWOTC Tourism Relief Fund application to FedDev ON, to request a non-repayable grant covering a period between April 2021 to March 2023. Application to request support for new & enhanced experience development, sustainable destination development, travel trade development and destination marketing & communications, for a total amount of \$2,388,200 over the two-year period.

Business arising from minutes: none

Treasurer's report: Peter Rigby

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

Finance & Audit report – no report

Planning & Evaluation Committee: Andrew Meyer

Strategic plan – the SWOTC directors meet on September 22 to discuss any revisions to the plan.

Moved and seconded to approve the revised strategic plan as presented. Carried.

The Board will be looking at a multi-year plan and a fulsome review.

Governance – Susan Judd

Moved and seconded to accept Kyra Cole's resignation from the SWOTC Board of Directors. Carried.

Moved and seconded to accept Kelly Provost as a new SWOTC director. Carried.

Executive Committee – no report

Operations Report – Joanne Wolnik

Joanne updated the board on her activity during her 1st three months as the new Executive Director.

TIAO summit – Oct 26 & 27, 2021 – SWOTC has a few spots available for any directors that wish to attend virtually. If interested, please contact June N.

Staff gave updates in marketing, SOS program, research, product development and workforce.

Ministry Update: Janet Jones

- RTOs are encouraged to create their own revenue streams to help bridge the cashflow at the end of the fiscal until the initial funding is received in early May.

- 21-22 Reconnect grant was announced August 4 with over 400 projects approved and \$50 million given out.

Oct 13, 2021 the Tourism Recovery Program will open. Potential applicants are encouraged to review the qualifications and the requirements of the program.

The 5 year Ministry strategic plan is still being worked on. Until it is finalized and released the RTOs are to continue moving forward with their own plans.

During the summer the Minister was out in TRO1

Anti-human trafficking legislation includes amendments to Accommodation Sector Registration of Guests Act – 2021. The accommodation sector plays a role in reducing human trafficking.

Ontario Not for Profit Act comes into affect on Oct 19, 2021. Corporations will have 3 years to transition to the new rules. SWOTC should look at their by-laws to incorporate the changes.

Other business – none

New business – none

Next meeting – December 8, 2021. Location to be determined

Moved in camera at 12 p.m. noon

Out of in camera at 12:28 p.m.

Moved and seconded to adjourn meeting.

November 2, 2021 – electronic voting

Moved and seconded to support SWOTC Tourism Relief Fund updated application to FedDev ON, to request a non-repayable grant covering a period between April 2021 to March 2023. Application to request support for a third party funding program supporting: new and enhanced tourism product development, infrastructure upgrades relating to accessibility, sustainability & inclusivity, and animation of community festivals & events, and program management of travel trade development within Ontario's Southwest, for a total amount of \$4,510,000. Carried.