



Bay of Quinte Regional Marketing Board

Board of Directors Meeting Minutes

26 April 2017

**Directors Present:** Richard Courneyea, Garnet Thompson, Allan DeWitt, Debra Vincent, J.P. Lemieux, Stephen Georgiou, Ruth Estwick

**Regrets:** Scott Walcott, Jon Van Huizen

**Staff:** Dug Stevenson, Dana Valentyne, Rene Brant, Jennifer, Judie Mortlock

Chair Allan DeWitt called the meeting to order @ 1:00 p.m. and welcomed everyone.

1. Approvals

- a. Motion by Garnet Thompson, seconded by Debra Vincent, to accept the agenda as presented. Motion carried.
- b. Declaration of conflict - none

2. Review of 2016-17 Marketing & Operations Successes and Challenges

- a. The biggest challenge was combining the two organizations.
- b. Partnerships are now in place with multi-year funding agreements lasting two years.
- c. Marketing has done a good job and are very good at using a limited budget. Some relationships have been in place for a long time.
- d. Digital is doing well online and we are hiring a new Communications by the end of April which will put even more drive into our staff complement.
- e. 50K TV spend on Global, driving over 200% growth on bayofquinte.ca. The main challenge is cost. There will not be any TV commercials this year.
- f. 50K programmatic advertising, generating 5M clicks and increasing golf package bookings by 15% generating over \$200K in economic activity.
- g. 30K copies of our 60 page regional magazine distributed across Ontario, including Parliament.

- h. Finishing the Immigration Portal & Toronto Star putting Bay of Quinte immigration on the front page, resulting in homes sold and relocation interest inquiries to QUIS.
  - i. Growing our social media following by over 150% to more than 39,000 followers.
  - j. The major challenge will be trying to do too much this year.
  - k. Motion by Debra Vincent, seconded by Stephen Georgiou, to receive this report.  
Motion carried.
3. Review & Discussion of 2017-18 Draft Business Plan. We are in the best position to experience our best year ever.
- a. We will develop strategies though the summer
  - b. Data project – there will be a \$40,000 spend on this. Our proposed data project will lay the foundation for success in the next stage of the lifecycle or our marketing.
  - c. Motion by Allan DeWitt, seconded by Garnet Thompson, to receive the information contained in the Business and Marketing Plan and to bring this to the floor for the next meeting. Motion carried.
4. Supplementary Letters Patent & Name Change
- a. Motion by Garnet Thompson, seconded by Stephen Georgiou, to accept the language in the Supplementary Letters Patent. Motion carried.
5. May Meeting Date – Dug Stevenson to circulate email re date and agenda.
6. Proposed 2017/18 Meeting Schedule - Dug Stevenson to send invitations for proposed meetings.
7. Update on Partner MOU Draft Timing – Dug Stevenson is sitting down with key staff to finalize. He will work with staff to create a draft in May.
8. Roundtable
- a. JP Lemieux – upcoming events include roller derby, baseball. Dancing With The Stars
  - b. Stephen Georgiou in the incoming president for the QRA
  - c. Garnet Thompson will present the flag from city hall to the MP from Quebec will will present it to the House of Commons.
  - d. Debra Vincent – Mohawk Landing will take place May 20-21.
  - e. Allan DeWitt – Waterfront trail – construction on Phase 1 will be starting shortly. Hops on the Water was just completed and was very successful. Upcoming events include: Dudley Hewitt Tournament, Riverfest, Barks by the Bay
  - f. Ruth Estwick will be attending the QHBA national conference in Newfoundland
9. Motion by Stephen Georgiou, seconded by JC Lemieux, that the meeting be adjourned @ 1:40 p.m. Motion carried.