



Bay of Quinte Regional Marketing Board

Board Meeting Minutes

18 January 2017

Directors Present: Richard Courneyea, Garnet Thompson, Suzanne Andrews, Allan DeWitt, John Alexiou, Jason Sharpe, Mike Kotsovos, Scott Walcott, Jon Van Huizen

Regrets: JoAnne Albert, Kelly McCaw, Debra Vincent, Diane O'Brien

Staff: Dug Stevenson, Dana Valentyne, Kasey Rogerson, Laura Voskamp, Elisha Purchase, Trevor Norris, Neil Carbonne, Judie Mortlock

Media: John Spitters

Richard Courneyea called the meeting to order @ 12:35 p.m. and welcomed everyone to the meeting.

1. Approvals

- a. Item to be included in New Business: Hastings County discussion. Motion by Allan DeWitt, seconded by Mike Kotsovos, to accept the agenda as amended. Motion carried.
- b. Motion by Garnet Thompson, seconded by Suzanne Andrews, that the minutes of November 16, 2016 be accepted as presented. Motion carried.
- c. Declaration of conflict - none

2. Staff Report: BoQ RMB purpose

- a. Dug Stevenson presented the Staff Report 001-2017 re Organizational Purpose. This staff report sets out to inform the board of directors of the recommended organizational purpose of the Bay of Quinte Regional Marketing Board.
- b. The objective is to vote on a purpose that will guide the new organization whose role now encompasses the marketing of both tourism and resident attraction. Staff recommend that the purpose of BoQ RMB is to drive economic activity in the region

by supporting the marketing interests of, acting in a facilitation role for, and connecting partners and stakeholders (with the brand as a secondary element). Motion by Allan DeWitt, seconded by Suzanne Andrews, that the staff report be accepted as presented. Motion carried.

3. Governance Review

- a. Policies and Procedures: The language in this document has been updated to reflect the vote re board membership and the November 16th Board of Directors meeting. There was discussion re the structure of the board, number of members, is this a hybrid board. Each of the paying partners would appoint a number to sit on the nominating committee. Motion by Jon Van Huizen, seconded by Allan DeWitt, to approve the language as presented by the governance committee and that we replace the old language with the new proposed language. The Board of Directors also requests that the nominating committee would also vet applications from the public to be on the board each year. Motion carried.
 - i. Motion by Allan DeWitt, seconded by Scott Walcott, that the board shall be comprised of a minimum of three (3), a maximum of twelve (12) directors. Paying members can appoint the individual they wish to represent their organization on the board or all for an election of approved candidates to fill the position. There shall be one (1) at large position to round out the board as needed. Each paying member has one seat. The directors shall be elected to hold office for a term expiring not later than the close of the annual meeting of members following the election. Motion carried.
 - ii. Motion by Allan DeWitt, seconded by Jon Van Huizen, to approve the policies and procedures document with the changes discussed. Motion carried.
- b. By-Laws – This document has been updated to reflect the vote re board membership at the November 16th Board of Directors meeting. Motion by Allan DeWitt, seconded by Scott Walcott, to approved the By-Laws. Motion cared.
- c. Motion by John Alexiou, seconded by Jon Van Huizen, that the governance document be approved as amended. Motion carried.

4. Transition to BoQ RMB

- a. Dug to work through administration procedures i.e. banking, insurance, etc. Also to check with Julia Skillen re timeline to set up financials.
- b. Set date in March for AGM and have new board in place.

5. Staff Benefits: Suzanne Andrews to get information for Dug Stevenson to bring a report to next meeting.
6. Update to Signatories: Motion by Suzanne Andrews, seconded by John Alexiou, to approve Julia Skillen as a signatory in order for her to use the FOB. Motion carried.
7. Executive Director's Report

- a. Partner Presentations**
 - i.** Presentations have been made to City of Belleville and City of Quinte West. Approval has been received for funding and partnership in principle.
 - ii.** Scheduled to present an update to Hastings County Planning Committee
 - iii.** Met with Neil Carbonne re presenting to their CEDC in February.
 - iv.** Meeting scheduled with Tyendinaga Mohawk Territory re next steps
- b. Meeting Updates**
 - i.** We have had or are scheduled to have initial planning meeting discussions with all partner organizations in the coming weeks.
 - ii.** Other meetings of note include the Mayor of the City of Belleville, Quinte West and PEC as well as new Warden of Hastings County, representatives of PEC CEDC, VP & COO of the Belleville Senators, and ED of Great Canadian Gaming.
- c. Sales:** Trevor Norris had been exceeding expectation and is an asset to the organization:
- d. Map:** Trevor Norris has been working diligently to finalize the 2017 Bay of Quinte Map which is being released almost three months earlier this year.
- e. Regional Magazine.** Planning has begun for our 2017 regional magazine. An RFP was released on December 2, 2016 with a December 16th deadline. Three RFPs were received. Colleen Nicholson has been chosen as the designer of the 2017 publication. First meeting with Colleen to be held on January 12th with a partner meeting to discuss approach, concepts and content on January 16th with staff from our partner organizations.
- f. TripAdvisor Workshops:** Laura Voskamp is working with our partners to deploy a series of education workshops that will teach individuals and organizations how to create and manage their TripAdvisor pages.
- g. Canada Summer Jobs:** Two summer student positions will be applied for specifically oriented toward destination marketing and rice media.
- h. Radio:** Creation had begun of the 2017 radio campaign focused around regional ambassadors.
- i. Digital Analytics:** Laura Voskamp's diligent work to manage our web and her knowledge of social media best practices continues to be an asset to the organization and drive our marketing.
- 8. Correspondence:**
 - a.** Letter received from QDAR indicating that they were severing ties immediately with BoQ RMB.
 - b.** City of Belleville – letter received detailing the approval of membership and funding in principle.

- c. City of Quinte West – detailing the approval of membership and funding in principle
- 9. New Business
 - a. Report from consultant which did not necessarily eliminate BoQ partnership. Monies from BoQ and Bancroft have been moved into an internal position. Will also be funding a tourism marketing position. Dug Stevenson and Richard Courneyea have requested a meeting with the manager of planning and county staff and will report back at the next meeting.
- 10. Roundtable
 - a. Allan DeWitt – February 3rd – Pond Hockey Classic
 - b. Jon Van Huizen – 2016 was exceptional for developers with most coming from east Toronto
 - c. John Alexiou – Quintelicious partnered with Quinte Craft Brewer Association. There is also a summer event in the planning
 - d. Garnet Thompson reported that the casino is now open. Also mentioned the Ottawa/Belleville Senators. Planning is underway for Canada Day.
- 11. Next BoD Meeting – March 15, 2017 @ 12:30 p.m.
- 12. Motion by Garnet Thompson, seconded by Mike Kotsovos, that the meeting be adjourned @ 2:20 p.m. Motion carried.