



Bay of Quinte Tourist Council

Board Meeting Minutes

21 September 2016

Directors Present: Richard Courneyea, JoAnne Albert, Garnet Thompson, Kelly McCaw, Ryan Williams, Suzanne Andrews, Allan DeWitt, Diane O'Brien, Mike Kotsovos, John Alexiou

Regrets: Jon Van Huizen, Linda Lisle, Jennifer Rushlow, Dan Brant

Staff: Renee Brant, Dana Valentyne, Kasey Rogerson, Dug Stevenson, Laura Voskamp, Elisha Purchase, Judie Mortlock

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

1. Approvals

- a. Ryan Williams asked to have branding re QuinteVation added to the agenda under New Business. Motion by JoAnne Albert, seconded by Kelly McCaw, to accept the agenda as amended. Motion carried.
- b. Motion by Allan DeWitt, seconded by JoAnne Albert, that the minutes of July 20, 2016 be accepted as presented. Motion carried.
- c. Declaration of conflict – none.

2. New Business

- a. The Bay of Quinte Regional Marketing has hired a new Business & Program Development Manager. Trevor Norris will start October 3rd.
- b. Posting of public documents online – increase communication and transparency re agenda, business minutes and business plan with bi-monthly updates. Work to market region as a place to work and live on both sites. This could be done with a drop-down tab. Ryan Williams suggested GWW as an example of how to manage this. Staff to prepare some options.
- c. Meeting RSVP – Dug Stevenson has been checking the budget re the cost of board meeting lunches. He will be initiating a RSVP system and will print all documents on an RSVP basis. Meetings will be still be on a bi-monthly basis.

- d. Branding QuinteVation – Ryan Williams – This is currently done in other communities under the name “Innovation”. Three things involved are:
 - i. Non-profit organizations to assist with communication in bringing organizations logo as well as implementing REVUP in the future. Pilot program will be launching shortly
 - ii. Connectivness – bring entrepreneurs together to help each other in a format called QuinteVators
 - iii. Create culture of innovation in the Quinte area to be called Start Up Bay of Quinte. This has been approved by Start Up Canada. Presently looking for funding from CEDP and will be spending monies on marketing. As of today, are not asking for a board seat. The link can be found in BayofQuinte.ca.
 - iv. Discussion held re permission to use logo. Concern was expressed that the logo is being used without permission. Motion by Garnet Thompson, seconded by Allan DeWitt, to table the report Ryan Williams presented re QuinteVation and the use of the Bay of Quinte logo until the next meeting. Motion carried.
3. Dug Stevenson presented an update on the 2016-17 Tourism Business Plan to the board.
 - a. TripAdvisor has been fully integrated into the Tourism website
 - i. Businesses TripAdvisor profiles can be integrated into blog posts, accommodations and packages
 - ii. Bay of Quinte TripAdvisor link is integrated into the top navigation menu
 - iii. Communications Manager is creating education sessions that will teach organisations how to use TripAdvisor and also how to make the best of their TripAdvisor account
 - iv. We are investigating a paid Destination Marketing Organization program through TripAdvisor for next fiscal year that would enable us to control editorial, photography and advertising on the Bay of Quinte TripAdvisor page. Currently, none of this is possible. Estimated cost is \$10,000.
 - b. Based on a staff report by the Communications Manager, it is recommended that we blend all social media accounts from Tourism and Living into one regional social media account for Facebook, Twitter, Instagram to be implemented immediately. This will result in a more efficient use of staff time, increased messaging quality and engagement and decreased audience splitting. Bay of Quinte region Twitter and Facebook accounts, which were previously managed by Ryan Williams will be closed out. The handle “BayofQuinte” will be requested for Instagram.
 - c. The package programmatic campaign, which is a \$50K partnership fund with QAAA and The Great Waterway, coordinated by Metroland (did programmatic for Destination Canada) is outperforming expectations and industry average. Recent optimization of the account has resulted in 350K impressions, 852 clicks and .24% CTR in the week of Aug 15-22, compared to the entire month of July before optimization, which was 668K impressions, 1,118 clicks and .17% CTR. Over 1,200 golf package rounds have been booked so far in 2016, which is up roughly 200 from 2015.

- d. Local radio campaign consists of \$15K shared spending between Tourism and Living budgets and consists of 30s spots with all three Quinte Broadcasting stations, weekly updates on Rock 107 and bi-weekly updates on Mix 97 + social media posting and giveaways. Upcoming campaign in January 2017 will promote Bay of Quinte region ambassadors speaking about why they choose to live or have their business in the region. Partner organizations have been engaged for potential individuals for the campaign.
- e. The Bay of Quinte advertising campaign is a \$50K partnership fund with The Great Waterway consisting of 6-wks of ad buys with Global TV. The three 30s spots that were shot in 2015 will be featured and reach roughly 1.5 million viewers during high-traffic programming like Dr. Oz and Ellen. The spots will also be run on a digital campaign on GlobalTV.com, Youtube and Facebook with an estimated reach of over 1.5 million across all platforms, targeting demographics related to GTA, Ottawa, Kingston and Syracuse and interest points of family, outdoor travel and culinary (related to the themes of the spots).
- f. Bay of Quinte will be contributing marketing on behalf of QRA for the Quintelicious and Quinte Craft \$20K partnership fund with The Great Waterway. Quintelicious will see 14 participating restaurants in Belleville and Quinte West from Sept 15-Oct 15 and Quinte Craft will have over 40 vendors at Empire Square on October 1st. Marketing is multi-pronged, consisting of video, photography, radio, digital, print, street art, merchandise, editorial and FAM.
- g. Statistics gathering across the region is underway in preparation for 2017-18 strategic planning. Numbers from accommodations, visitation of high-traffic locations, home sales and home builds will all be targeted. We are anticipating correlations between marketing and visitation/regional growth. Accommodations numbers continue to show growth year-over-year since 2012 when we first put significant budget into market, home sales in 2016 continue to be up month-over-month compared to 2015 and there are fewer houses for sale on the market, and development across the region continues to show growth from 2015, with Quinte West, Belleville and Prince Edward County all poised to outperform the previous year in both number of permits and total money spent on development.
- h. Sport and Industry website infrastructure will be bolstered by projects in development by The Great Waterway, which will support corporate planning and sports tourism bookings. These will be under the direction of the Business & Program Development Manager.
- i. New sports relationships continue to develop, with Golf in Ontario – an international golf marketing initiative, 3x OFSAA tournaments coming to Belleville in 2017 and the World Barefoot Waterski Championships coming to Napanee in 2018. All events have an impact on economic activity in the region.
- j. From a travel trade perspective a new booking engine from The Great Waterway will be launched shortly, a partnership was developed with Glanmore National Historic Site for the Ontario Moto Coach Association conference in Niagara, a meeting was held with OTMPC's Tiffeni Wilkinson about partnership and QAAA packages continue to drive bookings.
- k. Governance Task Team Update will be presented at the next meeting. Dug Stevenson to send the update out in three weeks. Sandi Humphries to be at the next meeting.

- l. Bay of Quinte and QEDC have engaged in multiple meetings in order to re-establish partnership and opportunities to work together. To date, a monthly editorial calendar has been created between both organizations for information sharing and a campaign for Made in Bay of Quinte was timed around Quintelicious marketing. Potential partnerships are also being explore for further marketing around jobs in the region.
 - m. QuinteJobs.ca is a new website designed to show a selection of jobs paying over \$50k in the region. The idea is that people will not move here without a well-paying job because they couldn't support a mortgage, car payment, family, etc. We are using it as a tool to attract professionals to make their life in the region by creating an attractive subset of jobs.
 - n. Phase two of the immigration portal has been rolled out in collaboration with Aaron Bell. It includes new video, photos and profiles. Social media campaigns will continue to drive resident attraction. An immigration marketing strategy will be developed for 2017-18 in collaboration with key stakeholders like QUIS, Loyalist College, HPEDSB, etc.
4. Motion by Kelly McCaw, seconded John Alexiou, that the meeting be moved in-camera @ 2:30 p.m. Motion Carried. Meeting moved out of in-camera session @ 2:40 p.m.
 5. Next BOD Meeting scheduled for November 16, 2016, January 18, 2017 and March 15, 2017.
 6. Motion by Suzanne Andrews, seconded by Diane O'Brien, that the meeting be adjourned @ 2:45 p.m. Motion carried.