



Bay of Quinte Tourist Council  
Board Meeting Minutes  
4 May 2016

**Present:** Richard Courneyea, Joanne Albert, Ryan Williams, Suzanne Andrews, Karen Poste, Dana Valentine, Garnet Thompson, Dan Brant, Renee Brant, Alan DeWitt, Kasey Pollard, Jennifer Rushlow, Michael Kotsovos, Linda Lisle, Scott Walcott, Jeremiah J. MacKenzie, Dug Stevenson, Tiffany Nobes, Judie Mortlock

**Guest:** Jon Van Huizen, Bay of Quinte Living Council

**Regrets:** Kelly McCaw, John Alexiou, Laura Voskamp

**Directors Present:** Richard Courneyea, Ryan Williams, Suzanne Andrews, Dan Brant, Michael Kotsovos, Joanne Albert, Garnet Thompson, Alan DeWitt

**Directors Absent:** Kelly McCaw, John Alexiou,

**Staff:** Jeremiah J. MacKenzie, Dug Stevenson, Judie Mortlock

1. Approvals

a. Agenda

i. Moved by Joanne Albert, seconded by Kasey Pollard, that the agenda be accepted as presented. Motion carried.

b. Jennifer Rushlow did not attend the meeting held on March 31, 2016. Moved by Garnet Thompson, seconded by Suzanne Andrews that the minutes of March 31, 2016 be accepted as amended. Motion carried.

c. Declaration of conflict

i. None.

2. Business Arising from the Minutes

a. Tabled motion: Motion by Ryan Williams to investigate joining Bay of Quinte Tourist and Living Councils with BQTC staff drafting a report on: staff requirements, establishing a new governance task team, combined financial statement, seconded by Councillor Thompson. Motion Carried.

i. Business structure – how do we move forward. The third option was not discussed with board members

ii. Ryan Williams discussed QuinteVation becoming a new partner and explained the concept of QuinteVation. There is \$80,000 available for marketing only at this time. As described,

this will provide better communication in the region. Discussion re how this would differ from QEDC.

- iii. Al DeWitt stated that QEDC is working hard to brand the region and thinks that this package is at the wrong board table. He would like to see all municipalities at the same table.
  - iv. Kasey Pollard said that Hastings is not part of QEDC and the value in this may be too soon.
  - v. Jeremiah J. MacKenzie reported that this has been done before in Michigan.
  - vi. Karen Poste stated that there is not enough information and we could be coming at this the wrong way.
  - vii. Ryan Williams said there is merit in making sure there is some kind of communication. He has had a meeting with Chris King and staff.
  - viii. Richard Courneyea suggested that we remove QuinteVation and modify the board composition giving Quinte West two votes
  - ix. **RESOLUTION:** That the Bay of Quinte Tourist Council receives the prescribed seats from the Bay of Quinte Living Council to consolidate and form the Bay of Quinte Regional Council as presented to the Board of Directors, operating on a transition basis with the end goal of establishing a regional framework in collaboration with all funding partners for ratification by December 31, 2016. Motion by Ryan Williams, seconded by Suzanne Andrews. Motion carried.
  - x. Motion by Suzanne Andrews, seconded Ryan Williams, to approved \$4,000.00, which is in our budget, for the consolidation process. Motion carried. Committee to consist of: Suzanne Andrews (chair), Karen Poste, Kasey Pollard, Natasha Huizinga, Ruth Estwick, Renee Brant, Linda Lisle, as well as a council member.
3. Bay of Quinte Tourist Council Update on Fiscal Year 2016-17
- a. Will be meeting with the Federal Minister of Small Business & Tourism in the spring.
  - b. We received the ACE Award for our Marketing Communications Campaign of the Year. Engagers will be represented at the awards ceremony.
  - c. 2016-17 Sales. The regional guide is in production. 2016 sales were over \$42,000 in revenue. This is an increase of over 42%. Dug Stevenson's leadership and hard work continue to impress.
  - d. 2015-17 Return on Investment Report. Fall and Spring Quintelicious and Quinte Craft added \$240,000 of regional economic impact. ROI 302%.
  - e. Motion to accept BQTC and BQLC consolidated budget at next meeting.
4. No In Camera necessary.
5. Next meeting to be held June 8, 2016.
6. Motion by Alan DeWitt, seconded by Garnet Thompson, that the meeting be adjourned @ 2:00 p.m. Motion carried.