



Bay of Quinte Regional Marketing Board
Board of Directors Meeting

MINUTES

Wednesday, July 12th @ 12:30pm
Trent Port Marina
11 Creswell Drive, Quinte West

Board in attendance: Al Dewitt, Steven Georgiou, JP Lemieux, (proxy) Garnet Thompson

Board regrets: Scott Walcott, Deb Vincent, Jon Van Huizen

Staff in attendance: Linda Lisle, Karen Post, Doreen Guimont, Renee Brant, Jen Achilles, Trevor Norris, Dug Stevenson

1. Call to Order
 - a. Al Dewitt called the meeting to order at approximately 12:50pm
 - b. Al identified that Garnet Thompson had given him a proxy vote via email, cc'ing Dug Stevenson
 - c. Dug welcomed Jen Achilles, BoQ Communications Manager to her first Board meeting
2. Disclosure of pecuniary interest and the general nature thereof
 - a. None
3. Approvals
 - a. Agenda
 - i. Motion by JP Lemieux, seconded by Steven Georgiou that the agenda be accepted as presented. Motion carried.
 - b. May 9th meeting minutes
 - i. Motion by Steven Georgiou, seconded by JP Lemieux that the May 9th meeting minutes be accepted as presented. Motion carried.
 - c. Financials to June 30th
 - i. Balance sheet
 - ii. Income statement
 1. Motion by Steven Georgiou, seconded by JP Lemieux that the financials be accepted as presented. Motion carried.
4. Correspondence
 - a. Non-partner communication
 - i. Dug Stevenson gave an update as to some communication with a stakeholder from Prince Edward County who was unaware of the status of the partnership and wondered why they weren't included in the Discovery Guide.
 - ii. It was agreed that responses to such matters should always include an invitation to speak further over the phone or in person and state plainly the nature of the partner relationship, without editorializing.

5. Staff Reports

- a. Motion by JP Lemieux, seconded by Steven Georgiou that the staff reports be accepted as presented. Motion carried.
 - i. Immigration portal
 1. Dug Stevenson updated the group on funding that has been applied for by the partnership for marketing and a jobs-related project for immigration. He also noted that regardless of partnership, Prince Edward County and Hastings County must continue to remain a part of the Bay of Quinte Immigration Portal as they were part of the original application funded by the Ontario Government.
 - ii. Non-partner sales
 1. Dug Stevenson reviewed the staff report that broke down multiple scenarios for how partner/non-partner sales could look on future BoQ products.
 2. Al Dewitt noted that his feeling is advertising should not be offered to non-partners. Rather than penalize businesses in non-partner communities by charging them double, remove the advertising option for them altogether in order to entice these businesses to join membership organizations that are a part of BoQ RMB (ie. QAAA, QRA, QHBA). He also noted that we should keep an open mind to considering other membership organizations joining as paying partners to BoQ RMB, such as PECWA and the Quinte Craft beer association as our by-laws do permit new members.
 3. The feeling is that a larger conversation is required with more Board members present.
 4. Motion by Al Dewitt to defer decision making on non-partner advertising to the September Board meeting. Seconded by JP Lemieux. Carried.
 - iii. Data and QuinteVation
 1. Dug Stevenson presented the staff report about QuinteVation's interest in partnering on future projects where goals align and budget money could be shared.
 2. Al Dewitt noted that the scope of QuinteVation is still being understood by many.
 3. Al recommended that QuinteVation make a delegation to the BoQ RMB Board at a future meeting to give a general overview and discuss potential project-related partnership, to help inform our decision-making process.

6. Governance Update

- a. MOU
 - i. Dug Stevenson noted that he has been working with Karen Poste and Linda Lisle to create a draft MOU for the Board's review at the September meeting. This MOU would then go to respective partner Councils and Boards for final approval.
- b. The Great Waterway board rep
 - i. Richard Courneyea has recused himself from being our potential Board of Directors candidate on The Great Waterway. Dug Stevenson requested that anyone with knowledge of other interested candidates are to contact him as soon as possible as their election is in September.

7. Operations Update

- a. Motion by Steven Georgiou, seconded by JP Lemieux that the operations update be accepted as presented. Carried.
 - i. Partner Meeting

1. A meeting with partner staff was held on June 21st with representation from all six partner organizations. Minutes are attached for reference of the discussion.
- ii. Quarterly reports
 1. Staff will be producing the first round of regular quarterly reports for review in-situ at the upcoming Board meeting
- iii. BoQ summary document
 1. We have drafted a short document that gives high-level information about BoQ RMB and our business plan priorities for 2017-18. This will serve as a meeting tool with partners, stakeholders, etc. Document is attached to the meeting email and we welcome any feedback.
- iv. Immigration funding applications
 1. Two funding applications were made for the immigration portal to the Ministry of Citizenship and Immigration. Concepts for the funding were developed in collaboration with staff from Belleville and Quinte West. City of Belleville acted as the lead applicant, which was a requirement of the program, as they were the main applicant at the time the portal was created. We will hear back about the status of our applications in October.
 - a. Municipal Innovation Fund (\$150K): funding for a marketing campaign to attract immigrants to the region to be integrated into the existing Elevate Plus program. This is a 6-week training program that provides skills training and pre-employment preparation in an effort to place individuals within the BoQ manufacturing sector. It is an Ontario-funded project and a partnership between the Loyalist Training & Knowledge Centre and QEDC.
 - b. Municipal Information Online (\$50K): funding to make updates and enhancements to existing immigration portals. The applications was specifically for content updates related to translation, editorial, photography and video, as well as minor updates to the functionality of the website.
- v. Discovery Guide
 1. The Discovery Guide has been receiving excellent feedback to date.
 2. Over 8,000 of 40,000 have been distributed
 3. 1,000 hardcovers were printed and are in the rooms of all QAAA properties
 4. Trevor did \$40,000 in sales to produce a product that is practically revenue-neutral
 5. Contact Trevor for specific distribution needs
- vi. Online content + calendar
 1. We have been driving our online content (5 websites and 3 social media accounts) through the pages of the Discovery Guide. Each week, we cover a different spread in the guide and find themes that fit into that 2-pg spread for our online storytelling Monday – Sunday.
 2. Partners have been sent an online spreadsheet for content ideas related to editorial, photography, video, events, etc , so that we can make every effort to produce content that our partner organizations want marketed. Jen is following up individually with each organization.

3. Jen has created a daily schedule that captures these themes across our different platforms in the following way:
 - a. Monday = establishing guide content related to the theme
 - b. Tuesday = additional story related to the week's theme
 - c. Wednesday = themed Facebook Live video
 - d. Thursday = throwback related to the theme
 - e. Friday = open (leaving room for last-minute content needs)
 - f. Saturday = downtowns
 - g. Sunday = larger piece wrapping up the theme/content from the week
 4. The weekly Facebook Live videos, which have been receiving excellent engagement. Videos are receiving well over 10,000 views, with average engagement over 40%.
- vii. Map
1. Since February, we have distributed 90,000 maps. We are planning to print an additional 30,000 to last through the summer
- viii. Touchscreen kiosks
1. Trevor Norris gave a kiosk update. Touchscreen kiosks are complete and we are installing phase 1 over the next 2 weeks into the pilot locations. This was a QAAA funded project initially, so 6 are going into QAAA properties.
 2. They will enable people to see what activities exist around the region, create itineraries and maps. They are driven by Google Places profile information and TripAdvisor profile information. We will plan to conduct workshops later in the year for help in these two domains.
 3. We are planning a phase 2 in order to put them into other high-traffic locations. They are approximately \$2,000 each. Quinte West has purchased 2 for installation into their visitor's centres.
 4. We are currently developing an advertising component to monetize the kiosks.
 5. They are a great locally-made story:
 - a. Programming: SNAP 360
 - b. Stand design + fabrication: The Machining Center
 - c. Powdercoating: Quest-Tech Precision Inc
 - d. Branding design: JB Print Solutions
 6. Al Dewitt noted that he would like to see the kiosks presented to Council when BoQ presents with an update in the fall
- ix. Data
1. After operations and pricing discussions with multiple firms, we have selected Conversion Research. Mike Farrell of Conversion will be the lead and he has offered to work out of our office for a portion of it so that we can learn more from the process in order to be more self-sustainable on data collection in future years.
 2. After discussions with QRA and with Mike, we have decided to help fund the QRA's Passport program this summer as we see it as an excellent way to get a large subset of data and contacts for an affordable price. We can then use these contacts for secondary targeting re: themed correspondence on interest in visitation, living, jobs, immigration, etc.
 3. All findings will be shared with partners and developed in collaboration with a partner task team so that all partners are getting from the project what they desire.

4. There will be an events component so that we can collect data on specific events that partners would like to learn more about for funding reasons, etc.
5. The sensor component through Hyllo, as discussed previously, will be going live shortly. This will help track visitor movement throughout the region so we can learn more about where people are coming from/going, etc. City of Quinte West has also made plans to work with Hyllo and we are discussing the idea of sharing data.

x. Summer kick-off party

1. We are holding a summer kick-off party outside on the Travelodge terrace on Thursday, July 6th at 5pm. Anyone is welcome to attend. Tickets are available here: <https://www.eventbrite.ca/e/boq-summer-kickoff-party-tickets-35643737378>

8. The Great Waterway Update

a. Booking engine

- i. Dug Stevenson reported that TGW has unfortunately decided to discontinue the booking engine. Staff are working with our web agency, SNAP360 for potential solutions in the interim. Purchasing a booking engine on our own is not currently a feasible option as they are in the \$50K per year range.

b. Video

- i. TGW was in our region shooting a video the weekend of July 7-9 as part of an upcoming campaign

c. Data

- i. TGW will be contributing to the BoQ data program with the purchase of a Hyllo sensor

9. New Business

- a. Al Dewitt noted that in light of the low attendance at today's meeting, we should avoid July and August meetings moving forward and take a break in the summer.

10. Roundtable (time-permitting)

11. Adjournment

- a. Motion by Steven Georgiou, seconded by JP Lemieux to adjourn the meeting. Carried.
- b. Meeting adjourned at 1:49pm.