



Bay of Quinte Regional Marketing Board

Board of Directors Meeting

AGENDA

For Wednesday, September 21st, 2016 @ 12:30pm

Prince Edward Room – Travelodge Hotel, 11 Bay Bridge Road, Belleville

1. Approvals
 - a. Agenda
 - b. Previous meeting minutes
 - c. Declaration of conflict

2. New Business
 - a. Business & Program Development Manager
 - b. Posting of public documents online
 - c. Meeting RSVP

3. Update on 2016-17 Tourism Business Plan
 - a. Tourism Promotion & Marketing
 - i. TripAdvisor website integration
 - ii. Social media account harmonization
 1. Staff Report on harmonization of Tourism & Living social media accounts
 - iii. Programmatic campaign
 - iv. Radio campaign
 1. Living integration
 - v. BoQ Ad Campaign
 1. Living integration
 - vi. Event marketing: Quintelicious/Quinte Craft
 - vii. Reporting platform: statistics
 1. Living integration

 - b. Sports, Events, And Travel Trade Tourism
 - i. Sport & Industry infrastructure
 - ii. Sports organization relationships
 - iii. Travel Trade

 - c. Partnerships & Organizational Development
 - i. Governance Task Team update
 1. Living integration
 - ii. QEDC

- d. Tourism Operators/Care
 - i. Communication Plan
 - ii. Training opportunities: TripAdvisor
 - iii. BoQ TV update
- 4. Update on 2016-17 Bay of Quinte Living Marketing Plan
 - a. Online content: Quinte Jobs
 - b. Earned media
 - c. Immigration
- 5. In-Camera
- 6. Next BOD Meeting
 - a. Special Governance board meeting
 - i. Proposed dates: October 5th or 12th
- 7. Adjournment