



Bay of Quinte Tourist Council

Board Meeting Minutes

20 July 2016

**Directors Present:** Richard Courneyea, JoAnne Albert, Garnet Thompson, Kelly McCaw, Ryan Williams, Suzanne Andrews, Allan DeWitt

**Regrets:** Jon Van Huizen, Michael Kotsovos, John Alexiou, Dan Brant

**Staff:** Renee Brant, Dana Valentyne, Kasey Rogerson, Jeremiah J. MacKenzie, Dug Stevenson, Laura Voskamp, Jordan Milligan, Chyann Maracle, Judie Mortlock

Richard Courneyea called the meeting to order @ 12:40 p.m. and welcomed everyone to the meeting.

1. Approvals

- a. Motion by Garnet Thompson, seconded by JoAnne Albert, to accept the agenda. Motion carried.
- b. Motion by Allan DeWitt, seconded by JoAnne Albert, that the minutes of June 8, 2016 be accepted as presented. Motion carried.
- c. Declaration of conflict – none.

2. Financials

- a. The EOY statement as of March 31, 2016 was received from Wilkinson.
- b. Biggest hindrance at the present is the BQTC/BQLC amalgamation.
- c. Sales continue to be positive.
- d. Measured growth in 2016 and this will likely continue in 2017.
- e. Motion by Garnet Thompson, seconded by Suzanne Andrews, to receive the financial statement as presented. Motion carried.

3. Operations

- a. 2016-17 Collateral – print collateral to date includes maps, guide, C&A Trail (5000 have been printed). These will be given to partners and stakeholders. C&A Trail – 5,000 have been printed and roughly 3,000 distributed. Maps – 60,000 printed and roughly 40,000 distributed. Later this year, these will be updated to be ready for January 2017. 24,000 guides were printed – 1/3 gone within 30 days. Working with Neil Ellis, 337 were delivered to MPs across the country.

- b. Summer Student Program 2016. This year we have two students and one intern. Summer students are Jordan Milligan who is studying marketing and Chyann Maracle who is studying TV and film. Intern is Tiffany Nobes who is studying marketing also. All have been a great addition over the summer.
    - i. BQTV have ordered two screens to go into Quinte Mall. We are moving forward and will build out in the fall. Suzanne Andrews to provide short videos the Chamber of Commerce has produced.
    - ii. Huge numbers from Durham. Suzanne Andrews stated that this should be the #1 area to target.
  - c. 2016-17 RTO9 Partnership Programs – working closely with RTO – GWWRTO9 – BOQ has been successful in two applications. \$50,000 into media buying – (\$25,000 matched) starting in September. Will be looking at Global network in media buying this year.
    - i. Stay & Play Packages Programmatic – Packages started yesterday. \$25,000 from QAAA matched with GWW.
  - d. OTMPC – The province has allotted \$2M in a new campaign. Fifteen and thirty second spots are on iconic places in Ontario. BOQ is in for ice fishing and is supported as a key asset within the province. We will continue to work with the provincial and federal governments.
4. Governance & Stakeholder Relations
- a. Ryan Williams reported that the following needs to be addressed: composition of the board, funding, bylaws and other requirements.
  - b. Currently working with Sandi Humphrey. Another meeting to be held with the governance group before the September 21<sup>st</sup> board meeting. It was suggested that Sandi Humphrey attend this meeting.
  - c. The following changes were made to the Governance team – Karen Poste to be replaced by Elisha Purchase, Linda Lisle to be replaced by Dana Valentyne, Christine Searle to be replaced by Neil Carbone.
  - d. Meeting to be held with Jonathan Van Huizen re stakeholders in BQLC. Meeting already held with Orlando Ferro and Aaron Bell.
5. Motion by Ryan Williams, seconded by JoAnne Albert, that the meeting be moved in-camera @ 1:15 p.m. Motion Carried. Meeting moved out of in-camera session @ 1:40 p.m.
- a. Announcement was made that Jeremiah J. MacKenzie will be leaving effective July 31, 2016. Dug Stevenson to start as Executive Director effective August 1, 2016.
6. Next BOD Meeting scheduled for September 21, 2016.
7. Motion by Kelly McCaw, seconded by JoAnne Albert, that the meeting be adjourned @ 1:45 p.m. Motion carried.