



Bay of Quinte Regional Marketing Board

Board of Directors Meeting Minutes

9 May 2017

Directors Present: Allan DeWitt, Garnet Thompson, Debra Vincent, J.P. Lemieux, Stephen Georgiou

Regrets: Scott Walcott, Jon Van Huizen

Staff: Dug Stevenson, Dana Valentyne, Rene Brant, Karen Poste, Linda Lisle, Judie Mortlock

1. Chair Allan DeWitt called the meeting to order @ 12:30 p.m. and welcomed everyone.
2. Disclosure or pecuniary interest and the general nature thereof – none declared.
3. Approvals
 - a. Motion by JP Lemieux, seconded by Stephen Georgiou, that the agenda be accepted as presented. Motion carried
 - b. Motion by Stephen Georgiou, seconded by Debra Vincent, that the minutes of the general meeting of April 26, 2017 be accepted as presented. Motion carried.
 - c. Motion by Allan DeWitt, seconded by Stephen Georgiou, that the minutes of the board meeting of April 26, 2017 be accepted as amended. Motion carried.
 - d. Motion by JP Lemieux, seconded by Allan DeWitt, that Stephen Georgiou be approved as a signing authority. Signatories are now: Treasurer Garnet Thompson, Bookkeeper Julia Skillen, Executive Director Dug Stevenson and Board Member Stephen Georgiou.
 - e. 2017-18 Business Plan.
 - i. We lost Prince Edward County and Hastings as members this year which is a \$50,000 loss to financial.
 - ii. Sustainability moving forward i.e. where do we want to go in the future. Staff needs direction.
 - iii. Karen Poste suggested that we incorporate revenue generator in the immigration portal.

- iv. Linda Lisle suggested that a staff report should be prepared for items going forward with partners involved. Dug Stevenson – task teams to be put together.
- v. Motion by Allan DeWitt, seconded by Stephen Georgiou, to accept the 2017-18 Business Plan. Motion carried.

4. Discussion

a. Policy for non-partner collaboration

- i. Some previous partners want access to our information i.e. data collection. Prince Edward County and Hastings are interested in being involved. Question raised – should they pay for this information? Should individual events be considered and be brought to the table? JP Lemieux questioned what should the time frame be for a decision. Staff needs policy on how to deal with this. Response should be “not until this is brought to the board”. The data is ours.
- ii. The Immigration Portal is funded by the provincial government. Need staff report on this.
- iii. Editorial content and advertising are two different issues. Dug Stevenson raised the question of how does the board feel about advertising. Should non-partners pay for this? Pay to play option would be diluting the brand. Is there a benefit to the board in partnering with other communities? This should be dealt with on a 1-1 basis and brought to the board first.
- iv. Regional Guide – PEC wineries have purchased an ad. We need to formulate a clear response re percentage and maximum amount of content. Restricting non-partner content is important. Dug Stevenson to report to next meeting re content, costs and percentage.

b. Board Information Needs Policy – Staff needs direction as to what the board needs at meetings. Staff reports to councils twice a year. Board is satisfied with the reports currently given at meetings.

c. 2017-18 Strategic Planning Goals – Discussion as to whether we need to do any strategic planning at the board level.

5. Operations Update

- a. Canadian Public Relations Society Award – In partnership with creative agency Engagers and our QAAA partner, The Drake Devonshire, we won a Bronze ACE award for Best Use of Special Events from the Canadian Public Relations Society.
- b. Provincial Ultimate Frisbee tournament – As a result of attending the Canadian Sport Tourism Alliance Sports Events Congress, Trevor Norris has secured a provincial Ultimate Frisbee tournament set for mid-July in Belleville at Mary Ann Sills Park.

This will bring over 300 athletes and drive over \$100,000 in in economic activity for the region.

- c. Epoch Times Chinese-Canadian trade show – On May 6th, BoQ RMB attended the Epoch Times Ontario Travel & Investment Expo, a Chinese-Canadian travel and investment trade show in Markham. This is a first-step in the new fiscal year toward our immigration strategy in an attempt to market to the growing Chinese population in Canada.
 - d. Regional Guides are in final review and will be printed by the end of the month.
 - e. Touchscreen Kiosks will be installed by end of month in our 7 accommodations partners.
 - f. Booking Engine is currently being added to attractions and we will be promoting it plus packages according to Ontario Tourism travel personalities by the end of the month. We are working with SNAP on this.
 - g. TripAdvisor Takeover – In partnership with The Great Waterway, we have purchased TripAdvisor’s Destination Marketing for Belleville, Quinte West and Bay of Quinte TripAdvisor pages. This will allow us to control photographs and editorial on these pages.
 - h. Summer Content Program - we will be contacting partners shortly about our summer content program which will be specific to helping our partners build their collection of editorial, video and photography assets for tourism and living. These projects will be co-ordinated by our two summer students who are working for 12 weeks beginning in June.
6. New Business – We have hired a new communications director, Jenna Killies, who will be starting this month.
 7. Round Table
 - a. Garnet Thompson talked about the Rotary Beer Fest which will be held June 12.
 - b. Tomorrow will see the Inclusion Community Event at the Library from 204
 - c. Allan DeWitt mentioned the MFRC dinner at the Trenton museum
 8. Motion by Garnet Thompson, seconded by JC Lemieux, that the meeting be adjourned @ 1:40 p.m. Motion carried.