



## Bay of Quinte Regional Marketing Board

### Board Meeting Minutes

16 November 2016

**Directors Present:** Richard Courneyea, JoAnne Albert, Garnet Thompson, Kelly McCaw, Suzanne Andrews, Allan DeWitt, Diane O'Brien, John Alexiou, Debra Vincent, Jason Sharpe

**Regrets:** Jon Van Huizen, Mike Kotsovovs, Linda Lisle, Jennifer Rushlow, Dan Brant

**Staff:** Dug Stevenson, Renee Brant, Dana Valentyne, Kasey Rogerson, Laura Voskamp, Elisha Purchase, Trevor Norris, Judie Mortlock

Richard Courneyea called the meeting to order @ 12:30 p.m. and welcomed everyone to the meeting.

#### 1. Approvals

- a. Garnet Thompson asked to have the In Camera Session moved to the start of the meeting. Motion by John Alexiou, seconded by JoAnne Albert, to accept the agenda as amended. Motion carried.
- b. Motion by Allan DeWitt, seconded by JoAnne Albert, that the minutes of Sept 21, 2016 be accepted as presented. Motion carried.
- c. Motion by John Alexiou, seconded by Diane O'Brien, that the minutes of the October 31, 2016 Governance Meeting be accepted as presented. Motion carried.
- d. Motion by Garnet Thompson, seconded by Allan DeWitt, that the meeting move into In Camera. Motion carried. Meeting moved into In Camera @ 12:40 p.m.
- e. Meeting moved out of in camera session @ 1:40 p.m.
- f. Motion by Suzanne Andrews, seconded by Allan DeWitt, that paying partners can appoint their desired representative directly to the Board of Directors for 2017-18. Partners may also choose to provide a slate of candidates for consideration to the Nomination Committee. Terms of reference to the committee must be created to ensure representation for all partners if requested. Motion carried unanimously.

g. Declaration of conflict - none

2. Financial Report – We are looking at two different budgets now.

- a. Tourism net income to September 30, 2016 is \$27K.
  - i. Partnership fees: municipalities have 10% in hold back until January 2017.
  - ii. Marketing Revenue: QAAA continues to pay on a monthly schedule through to 2017. We are currently \$48K under our BoQTV marketing revenue target and therefore not undertaking any significant spends at the moment. Kudos to Trevor Norris on his accomplishments since joining BQRMB. He has completely updated the player interface and is now beginning sales with BoQTV as his main focus. Map sales launched yesterday.
- b. Living net income to September 30, 2016 is \$17K.
  - i. Miscellaneous revenue was written to encompass events that the Living Council would use as fundraisers, organized by their board.
  - ii. QHBA marketing share was included as \$100K in anticipation of the development of their new funding model being in place for this fiscal year.
  - iii. Marketing Expenses: Marketing Plan budget was outlined as \$145 as result of the anticipated \$100K from QHBA.
  - iv. Motion by JoAnne Albert, seconded by Kelly McCaw, to accept the financial report as presented. Motion carried.
- c. Currently we have a FOB that allows access to paying bills online and administrative rights with our BOM Tourism account. Motion by John Alexiou, seconded by Diane O’Brien, that we transfer these FOBS to Julia Skillen (Bookkeeper) and Richard Courneyea (Chair). Motion carried.

3. Executive Director’s Report

- a. Immigration Portal – the role of the BQRMB is to bring all organizations together in 2017 who have a vested interest in immigration marketing to create a strategy, including municipalities, QUIS, Loyalist College, HPEDSB.
- b. Key planning meetings have been held with: Belleville, Loyalist College, Chamber Focus Group, QEDC, Tartan Group, Golf in Ontario, QEDC, HPEDSB, QLIP, The Great Waterway, Hastings County, OHTO, QW, Shorelines Casino, Belleville Sens, PEC, OTMPC.
- c. We should take any opportunity to present. Presentations were given to: Belleville Sunrise Rotary, Loyalist College, HOTie/BoQ awards. The Loyalist College presentation took place in our offices with 27 students attending a two hour session. The HOTie/BoQ awards: presented BOQ awards for social media and BOQ ambassador to Andrew Twigg of Cruising Canoes.
- d. RTO Updates

- i. The Great Waterway: Tom Price is no longer with the Great Waterway. All communications will now be directed to Bonnie Ruddock.
  - ii. Ontario's Highlands recently voted at the AGM on a non-representational board of directors. The governance task team is reviewing their documentation including terms of reference for their nomination committee.
- e. Logo use and trademark – see staff report. Thanks to Elisha Purchase for legal definitions. Motion by Garnet Thompson, seconded by Al DeWitt, to trade mark logo. Motion carried. There will have to be discussions with QEDC (Chris King).
- f. Kelly McCaw suggested that we work with OHBA to collect more data. Dug Stevenson to follow-up with Kelly McCaw to target where out-of-town buyers are coming from.
- g. Governance Task Team
  - i. Terms of reference to be formulated for the nominating committee
  - ii. By-law language should reflect motions made.
  - iii. Dug Stevenson to set up meeting dates for presentations.
  - iv. Discussion re Hastings County North and South. We need to figure out how we can keep them at the table. JoAnne Albert report that the Economic Development Department has this under review with no final report until January 2017, but that they might not be sitting at this table. Draft letter to be prepared stating that we support Hastings County.
- 4. New Business. – Allan DeWitt suggested that another seat at the table should be QEDC, perhaps ex-officio. Motion by JoAnne Albert, seconded by Allan DeWitt, that Dug Stevenson discuss this with Chris King. Motion carried.
- 5. 2017-18 Planning – Dug Stevenson to be in contact with all partner organizations in the coming weeks in order to set up planning meetings for the 2017-18 fiscal year.
- 6. Next BOD meeting to be held Wednesday, January 18, 2017 @ 12:30 p.m.
- 7. Motion by Allan DeWitt, seconded by Garnet Thompson, that the meeting be adjourned @ 2:30 p.m. Motion carried.