



Explorers' Edge Board of Directors Meeting Minutes: April 25, 2012

Location: 345 Ecclestone Drive, Bracebridge

Present: Tony Armstrong, Shannon Bebamash, Michelle Berry, Daniel Feasby, Jerry Feltis (Vice Chair), Gary Froude (Chair), Jackie Leung, Jim Murphy, Andrew Ryeland, Dave Stewart, Ken Turner

Absent: Jamie Hopkins, Don MacKay, Jack Hay, Bob Stimson

Staff: James Murphy, Kate Monk

Guests: Laura Hernando (MTCS), Peter Coish and Hilton Barbour (Cloud Ad Agents)

Call to Order:

Chair Gary Froude called the meeting to order at 9:30 am

1. Approval of Agenda – Tuesday, April 25, 2012

Motion: moved by Andrew Ryeland that the Agenda for April 25th Board of Directors meeting be approved

Seconded by Michelle Berry.

Carried.

2. Approval of Minutes – Monday, March 19, 2012

Motion: moved by Dan Feasby that the Minutes for the Monday, March 19, 2012 Board of Directors meeting be approved.

Seconded: Tony Armstrong.

Carried.

3. Financials Presentation – Year End Financials, James Murphy

James Murphy presented the Year End Financials. Ken Turner inquired if we would need “bridge payments” while the TPA is under review. James Murphy responded that it will not be necessary. He noted that as long as reports are delivered to the Ministry on time, there are no issues re transfer of funds. Laura Hernando indicated she is pleased that RTO12 spent all their allotted funds for Year 2 and noted the organization’s great job submitting the operational plan, business plan and reporting. She indicated the RTOs are allowed to generate additional sources

of revenue. Tony Armstrong inquired if our funding would be cut from the Ministry if we received other sources of revenue. Laura Hernando responded that she was referring to a DMF. Gary Froude asked Laura Hernando to speak to the new funding model for the RTOs that was recently announced by the Ministry.

Laura Hernando re-capped the ongoing funding model that has been developed by the Ministry in response to industry feedback and was announced by ADM Richard McKinnel a couple of weeks ago. Up to 20% of performance based funding can be used for partnerships – not flow through. There will be no RTL.

Both James Murphy and Laura Hernando told the Board that any questions that come up re this new funding model should be directed to Laura Hernando. James Murphy told that Board that when the presentation was made by ADM McKinnel, it was clearly stated by the ADM that the Ministry will be responsible for communicating the new model to industry stakeholders, not the RTOS.

Motion: moved by Tony Armstrong that the Year-End financials be approved by the Board.

Seconded: Jackie Leung

Carried.

Prior to moving on to item 4 on the Agenda, Andrew Ryeland and Ken Turner asked for a moment to tell the Board of Directors about a Live Chat software called JLive / Ultimate Live Chat. They gave details about the software and recommended it to other Board Members / Operators.

4. Committees Update

Governance Committee: Chair Tony Armstrong

Tony Armstrong reported that the nomination committee met to discuss the names put forth for nomination. The committee focused on ensuring all requisites for sitting on the Board were covered, as well as an examination of skills sets. He said of those not submitted to go on the Board, the committee recommended that they still be involved at the committee level.

He presented a proposed list of new membership for the Board of Directors.

Jim Murphy asked to clarify if a non-voting member from Algonquin Park was on the list, as this was not seen in the document presented by Tony Armstrong. James Murphy responded in the affirmative. Laura Hernando asked that Jim Murphy's name be added to the list for clarification.

Jerry Feltis asked for assurances that everyone nominated meets the criteria to be on the Board. James Murphy and Tony Armstrong responded affirmatively. Tony Armstrong elaborated that the committee discussed requirements at length and said the discussions were not taken lightly.

He said the Nominations Committee was very concerned that Explorers' Edge have the best engagement platform that it can through its Board.

Motion: moved by Tony Armstrong that list of Nominations to the Board of Directors be approved.

Seconded: Dan Feasby.

Carried.

Tourism Operator Relations Committee: Chair Dan Feasby

Dan Feasby told the Board of Directors that all documents requested by government regarding the new Product Development initiative have been submitted. He noted that there are 5 documents for participants to complete in order to participate, from the initial application stage to the final report. James Murphy indicated that the organization is waiting on feedback from the Ministry in order to move ahead. Dan Feasby stated that the hope is for the first submission deadline to be established for by the end of June.

Research Committee: Chair Dave Stewart

Dave Stewart reported that the Committee is doing a trails initiative and that Park 2 Park has been identified as an entity to use for the pilot project. Jim Murphy, Dave Stewart and James Murphy indicated that Explorers' Edge has reached out to get expert input on the steps needed to implement a Tourism Indicator Framework to track our programs and determine how successful they are.

Transacting Committee: Chair Jerry Feltis

Jerry Feltis gave an update on the Fuel & Fun Package promotion. Andrew Ryeland said that it is the best program we have run, calling it "brilliant", and asked that Explorers' Edge continue to build upon it moving forward.

Andrew Ryeland told the Board about the new "Club Class" of tourism operators that is meeting in Parry Sound and sharing results such as sales, tax credits, etc. He indicated that the purpose is to share information to start to recognize patterns, etc.

Michelle Berry told the Board that she and James recently presented Explorers' Edge programs including Fuel & Fun to the Regional meeting for Camping In Ontario. She indicated that another RTO had presented to the group, and that the RTO12 "made us the envy of that room." She told the Board RTO12 is "...leaps and bounds ahead of everyone else. We experienced it. People wanted to be in our region."

Tony Armstrong told the Board that when the Nominations Committee talked to those putting their names forward to be on the Board, some mentioned they were doing so because of the Fuel & Fun promo – that one of the strengths of the program was getting operators involved. Jerry Feltis noted that the program held three-fold benefits: getting more operators involved,

the ability to track consumers, and launching programming that helps accommodation and experience providers alike.

Marketing Committee: Chair Jamie Hopkins (absent)

James Murphy indicated that the first meeting of the reconvened Marketing Committee meeting would take place May 1st.

Community Relations Committee: Chair Don MacKay (absent)

No report was presented.

5. Brand Workshop with Cloud Ad Agents

The Board of Directors participated in a Brand Building Workshop that was conducted by Peter Coish and Hilton Barbour of Cloud Ad Agents and based on segmentation study results presented by Cloud Ad Agents.

6. Round Table / Other Business.

No other business was added to the Agenda. No one had anything to add to the Round Table.

7. Adjournment

Motion for Adjournment moved by Tony Armstrong.

Seconded: Dan Feasby.

Carried.

Next Meeting of the Board of Directors takes place at the AGM on May 22nd, 2012 at Hidden Valley Resort in Huntsville.