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Explorers' Edge Board of Directors Meeting Minutes
Monday June 17, 2013
Nipissing University, Bracebridge

Present: Don MacKay (Chair), Tony Armstrong (Vice Chair), Andrew Vitch (Secretary/Treasurer), Jackie Leung, Andrew Ryeland, Ken Turner, Mike Laba, Andy Vitch, Nicole Saulnier, Dianne Wiber, Hilary Chambers, Anthony Rizzo

Absent: Gary Froude, Michelle Berry, Jerry Feltis, John Miller, Jim Murphy, Laura Hernando

Staff: James Murphy

Resource: NA

Governance Presentation

- [Click here to view](#)
- Paul Muldoon, MPA
- PGM Consulting & Training Services

Discussion: Armstrong thanked Mr. Muldoon for his presentation. MacKay followed by reiterating the importance of a consent agenda and proposed to pilot the next meeting using a consent agenda format. Saulnier followed up to enquire the status of the committees, she stated that now that a new board is in place and governance has been addressed we will need to go back and confirm committees, members and future meeting. ED Murphy will follow-up with each committee chair regarding committee status.

Call to Order: MacKay called the meeting to order at 12.00pm

Approval of Agenda – Monday June 17, 2013

Motion: moved by Nicole Saulnier that the Agenda for June 17, 2013 Board of Directors meeting be approved

Seconded: Andrew Ryeland.

Discussion: N/A

Carried.

Approval of Minutes – Monday April 29, 2013

Motion: moved by Andrew Ryeland that the Minutes for the Tuesday April 29, 2013 Board of Directors meeting be approved.

Seconded: Ken Turner

Discussion: N/A

Carried.

Executive Director Update

ED Murphy updated the board on work completed since the last board meeting, April 29, 2013 that related to;

- 1) Ministry of Tourism Culture and Sport i.e. Final Report, Tourism Product Development Fund, Marketing Report, Quarterly Report
- 2) Internal Programs: i.e. Marketing, Transacting, Research and Operator Forum & Membership. Murphy noted that the Explore the Edge program is generating revenue through radio cost sharing, operators can purchase a 10 second tag on each radio spot.
- 3) Regional Capacity Building i.e. Port/Loring Restoule, Almaguin Highlands, Parry Sound
- 4) Partnership Programs i.e. update on reconciled programs committed \$107,300, remaining \$58,700. Murphy noted that the committee will have a call for another round of Partnership Applications in September.
- 5) Committee Recap i.e. the board is seeking a chair for the Tourism Operator Relations Committee

Discussion

Vitch asked the ED to inquire about the process involved to access the other 12 RTO TPA's specifically the budgets. Murphy supplemented the request sharing with the board that the Ministry will be making the 40million tourism investment allocation public. MacKay followed up asking that it would be beneficial to see each spend and percent allocations to the five pillars as a reference.

Research Tracking and Measurement Presentation

Murphy presented the five pillars of the Tourism Indicator Framework to the Board, they include:

- Brand Health
- Program Metrics
- Business Index
- Visitor Exit Survey

Discussion

Overall the board was pleased with the progress and innovation in the development of the Tourism Industry Framework. Upon discussion of the finer details of the program Saulnier suggested that a under the Business Index a performance indicator related to weather be developed as many attractions and there receipts are dependent on weather. Ryeland, on the topic, enquired if the visitor exit survey or a version of such could be made applicable to attractions.

Round Table

Armstrong: business is busy for the May and June period.

Leung: Spoke to the operator forum and how operators are beginning to log on and communicate, looking forward to generating some great operator momentum.

Saulnier: shared how her tourism receipts are directly related to weather, er training program is doing well and that she is optimistic about the Explore the Edge program, did not receive bookings from the Fuel and Fun.

Chambers: Attended a travel show on behalf of her resort and business and engaged with more than expected potential travellers. She noted that there was a breadth of new Canadians enquiring about packages up north.

Ryeland: Has had great success with the corporate market and is looking forward to a busy summer.

Rizzo: He has seen a decline in international visitors while noting he draws his primary travellers from Southern Ontario, he saw great success with the Fuel and Fun – in general, the innovation with RTO12 is one of the reasons he was interested in joining the board of directors.

Wiber: the weather of late has been the reason for many hoarse back cancellations, optimistic the summer will pick back up.

Motion: meeting adjourned

Next Meeting: TBD

Carried