

AGENDA – Explorers’ Edge Board Meeting

Date: Wednesday December 11, 2013

Time: 9.30am – 1.30pm (working lunch provided)

Place: [Muskoka Riverside Inn, 300 Ecclestone Dr., Bracebridge, ON P1L 1G4](#)

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AGENDA

1. Approval of Agenda, Wednesday December 11, 2013
(1 minutes)

2. Approval of Minutes, Wednesday September 4, 2013
[Click Here](#) to view September 4 draft minutes (1 minutes)

3. Financial Presentation
ED Murphy (5 minutes)

4. Approval of Consent Agenda
For review and discussion (30 minutes)
 - a. Executive Director Update
 - b. Tourism Operator Relations Committee Update
 - c. Community Relations Committee Update
 - d. Partnership Committee Update
 - e. Governance Committee Update

5. Destination Development & Operational Plan
ED Murphy (90 minutes)

6. Round Table / Other Business
(30 minutes)

7. ADJOURNMENT

CONSENT AGENDA NOTES

Executive Director Update

- **Regional Outreach** – 6 enquiries for the Tourism Product Development Fund, 4 enquiries for the Partnership Fund, 5 tourism town halls
- **Board Work** – Transacting, Tourism Operator Relations, Marketing, Community Relations, Research
- **Parry Sound** – Stakeholder meeting, September 24, 2013
- **Muskoka Tourism Research Working Group** – review and streamline the research program.
- **Planning** – facilitated DMO Board(s) and organizational board meeting, worked with Tourism Synergy to finalize draft plan, circulated plan to stakeholders and committees.
- **Campaigns and Programs** - Fall Fuel and Fun,
- **Government** – TIAO Conference, Northern Committee, RTO Meeting, RTU Performance Indicator Meeting, TIAO Meeting
- **Regional Tourism Organizations** – TIAO, Performance Indicators, Reporting, Partnership
- **Administration** – Updates to RTO12 website
- **Partnership Fund** – Follow-up and contract overview of 18 program that will need to coincide with final reports
- **Tourism Product Development Fund** – Follow-up and contract overview of 5 programs that will need to coincide with final reports.
- **Port Loring Restoule** – FedNor contract signed off, consulting agreement in place

Transacting Committee – Jerry Feltis

The transacting committee convened on Friday December 6, 2013 to reconcile the three 2013 signature programs.

Transacting Committee Presentation

Meeting notes:

- Run Explore the Edge Winter with remaining 20k
- Continue with Fuel and Fun and Explore the Edge in 2014
- Hold a series of information sessions to gauge stakeholder interest / feedback in cost sharing the voucher programs in the future

- Explore a mechanism/tactics in having attraction operators provide consumers with an incentive to go explore more after one attraction transaction has taken place

Research Committee – Dianne Wiber

The research committee revisited its arrangement with data collection and visitor exit survey post September 4, 2013 board meeting. The committee met via conference call to discuss next steps:

[Research Committee Presentation](#)

- Business index has had moderate reception to data collection
- First of two presentations will take place in January

Governance Committee – Tony Armstrong

Governance Committee will reconvene in the new year to outline strategy leading up to the AGM, including plans on board recruitment, succession planning and nomination committee.

Community Relations Committee – Tony Armstrong

The committee re-convened on November 27, 2013 for a Operational Plan and Destination Development Plan Review.

9 attendees present, Economic Developers, Chamber & Destination Marketing Organizations

[Click here to review the presentation](#)

Feedback included

- How do the RTO's gauge success? Is the goal still to double tourism receipts by 2020?
- There is a perceived lack in work being completed in Investment attraction and workforce development?
- There is a need to better articulate the workforce development and investment attraction pillar(s)

Tourism Operators Relations Committee - Nicole Saulnier

The committee reconvened on September 20 to review the tourism product development fund applications.

Approved Applications included:

- Muskoka Tourism – Research 10k
- Jerry Letang - Group of Seven Outdoor Gallery 5k
- Park 2 Park Trail – video development 5k

Applications in the que, to be reviewed by the committee

- Ride the Edge – Snow Loop 15k
- Arrowhead Provincial Park 6k

Partnership Committee - Andrew Vitch

The Committee reconvened on September 19th to review the second round of applications.

Approved applications included:

- Huntsville Girls Getaway weekend
- JW Marriott – Matrimony in Muskoka
- MTMA – Building Business Travel
- Loring / Restoule Business Association
- Georgian Bay Market Development Plan

Applications in the que, to be reviewed by the committee

- Town of Granvenhurst – Carnival outreach program
- MTMA – Winter Experience Marketing

[Click here](#) to review supported programs (including programs in the que) to date.

Marketing Committee – Jackie Leung

The marketing committee convened on November 27, 2013.

- [Marketing Committee Presentation](#)

The proposed campaign builds on lessons learned from the Fall Campaign while leveraging another partnership with OTMPC northern Committee.

Key meeting discussion points:

- BUDGET: \$110k - Winter 2014 Campaign Theme: “Winter turns up the fun!”
- Focus of our messaging is therefore on activities
- Our audience has the perception that cottage country shuts down in the winter, and there’s nothing to do until the ice is off the dock
- The target for our message: Connected Explorers
- Those who engage in outdoor winter activities – these people are typically 25-64 and have higher than average affluence

- As stated in the overall 2013 strategy- objective is to drive qualified visitors to EE.ca
- Success will be measured by traffic to EE.ca # of visits * time on site (industry standard)
* pages viewed (industry standard)
- The overall marketing strategy, therefore, has evolved since the beginning of the year to improve the “quality” of visitors to include those who are more engaged

Channel Plan

- Google AdWords
- Facebook
- Toronto Star
- New Media – The Weather Network, Outdoor Canada, OTMPC & City Parent.com

BALANCE SHEET

INCOME STATEMENT