



3 Taylor Road, Bracebridge, ON P1L 1S6
1-800-835-7303
Algonquin Park, Almaguin Highlands, Loring-Restoule, Muskoka, Parry Sound
www.explorersedge.ca



Explorers' Edge Board of Directors Meeting Minutes
Wednesday December 12, 2018
3 Guys and A Stove, 143 ON-60, Huntsville, ON P1H 2K6

Present: Gail Burrows, Jeff Suddaby, Michael Simonett, Brenda Scott, Scott Doughty, Eric Miglin, Don MacKay, Curt Dunlop

Resource: Laura Ross

Staff: James Murphy

Guests: Kelly Haywood

Welcome and Chair Remarks: Chair Jeff Suddaby called the meeting to order at 11.00am

Suddaby made opening remarks and briefly spoke to the meeting later in the afternoon with regional stakeholders. He also welcomed Kelly Haywood, Executive Director of the Huntsville Lake of Bays Chamber of Commerce and Board member with Muskoka Tourism.

Conflict of Interest: Don MacKay, Muskoka Airport Board of Directors; Brenda Scott, Councillor with the Township of South River

Approval of Agenda – December 12, 2018

Motion: Don MacKay

Seconded: Michael Simonett

Discussion: n/a

Approval of Minutes – November 8, 2018

Motion: Don MacKay

Seconded: Curt Dunlop

Discussion: n/a

ED Murphy presented the financials from the period ending September 30, 2018. It was noted that the organization is currently preparing for the international program launch in the final three months of the fiscal year. Directors also reviewed accounts payable transactions for the month of November and

queried payments to ensure they were recorded in the proper categories i.e. marketing, payroll & photography. Directors were also informed about the Budget to Actuals Report which is due to the Ministry of Tourism, Culture and Sport for January 4, 2019, as well as the Business & Operational Plan for January 15, 2019.

Motion to approve the Income Statement, Balance Sheet & Accounts Payable for the period ending November 30, 2018

Motion: Eric Miglin

Second: Don MacKay

Discussion: n/a

Carried

Executive Director Update

ED Murphy provided the directors with an update of RTO activities for the dates of November 8 thru December 11, 2018. Directors were provided an overview of recent outreach, collaboration and partnerships that included a meeting with Trestle Brewery and presentations at Parry Sound Rotary, Parry Sound Airport, MTMA planning session, TIAO Tourism Day, Queens Park. It was also noted that the RTO also participated in the Northern Ontario Tourism Conference.

In preparation for 2019 ED Murphy also provided the Board a brief overview of a Phase One FedNor application as a result of the Product Development Framework. The application has three main components: Indigenous Product Inventory, Indigenous Workshops and International Marketing.

On the topic of 2019 planning ED Murphy proceeded to share with the Board several short term priorities that included:

- Review of the Regional Tourism Strategy
- Draft Budget and Deliverables
- Regional Currency Research (see Calgary, Brixton, Cheimgauer examples)
- RVC 2019 Research
- Partnership Reports & Reconciliation
- RFP & EOI
 - Transportation EOI
 - RFP, Package & Itinerary Conversion Platform
 - RFP, Indigenous Product Inventory & Development
 - RFP, International Consumer Communication and Marketing

A Broader overview was then provided for 2019:

- January - Commercial Air Service updates, Marketing, Package & Itinerary Updates, Immigration Centre Outreach
- February – Potential international Media Event (late Feb or early March), Packages Platform considerations / updates
- March - Destination Bike Cycling Conference – Guest Speaker Kate Monk Senior Director of Strategy and Communications, Immigration Centre FAM Tour(s)
- April - MTCS Audit & Reporting
- May - Rendez-Vous Canada, Paddling Season Launch

- June – Regional Tourism Summit and Annual General Meeting
- July thru September – International Dispersion, Last Mile
- September thru November - Applied Research, Regional Currency

Chair Suddaby proceeded to a discussion on governance and the election of the Executive Committee. He noted that he is half way through his two-year term as; he indicated that if necessary he is willing to stay as chair for a third year to ensure priority projects have proper transition into a new Board and Executive.

The floor was open to nominations for the Executive positions of Vice Chair, Secretary and Treasurer. Chair Suddaby noted that due to interest amongst the Board regarding the Executive Committee, the position of Secretary/Treasurer should be made into two positions. The Board was in agreement. Curt Dunlop was nominated as Vice Chair - he accepted the position, Michael Simonett was nominated as the Treasurer – he accepted the position, and Brenda Scott was nominated as the Secretary – she accepted the position.

Motion to accept the executive committee to include Jeff Suddaby, Chair; Curt Dunlop, Vice Chair; Michael Simonett, Treasurer; Brenda Scott, Secretary.

Motion: Eric Miglin

Second: Gail Burrows

Discussion: n/a

Carried

Chair Suddaby tabled the discussion of Board accountability noting that two Board members that have been absent for three consecutive Board meetings. Suddaby noted these Board members were engaged and due to their other business commitments, in both cases directors have submitted their regrets to the Board and will be stepping down. Directors noted that this was important for the Chair to address directors who are absent and ascertain further information.

Director Doughty broached the conversation regarding next steps as it relates to the June 2019 Board meeting. Discussion involved the importance for directors to be briefed regarding tools to engage potential directors, timelines, nomination process and desired outcomes. ED Murphy noted that time should be allotted during the next board meeting to address this.

Motion to Adjourn

Motion: Don MacKay

Discussion: n/a

Carried.