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**Explorers' Edge Board of Directors Meeting Minutes
Monday April 29, 2019
3 Guys and a Stove, Huntsville, ON**

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

Resource: Laura Ross

Staff: James Murphy

Welcome and Chair Remarks: Chair Suddaby began the meeting at 9.00am

Conflict of Interest: No conflicts cited

Approval of Agenda – April 29, 2019

Motion: Michael Simonett

Seconded: Brenda Scott

Discussion: n/a

Approval of Minutes – March 6, 2019

Motion: Don MacKay

Seconded: Curt Dunlop

Discussion: n/a

Chair Suddaby updated the BOD of directors on budget reductions and noted that the RTO has not received its final partnership allocation but now knows its overall funding for the fiscal year. Dunlop has been in touch with the EE team and understands that ED Murphy will update the board of revenue generation items and partnerships later in the meeting. Doughty noted that work on the Huntsville accommodation tax is moving along and thanked ED Murphy for his efforts in the forming of the new not for profit.

Dunlop presented the financials and questions were raised regarding benefits and insurance. ED Murphy noted that this year in particular HR had additional claims via our benefit provided and insurance increased overall.

Murphy noted that the audit process is in full swing with our auditor out of Parry Sound.

Motion to approve the Income Statement, Balance Sheet for the period ending March 31, 2019

Motion: Scott Doughty

Second: Michael Simonett

Discussion: n/a

Carried

Executive Director Update

ED Murphy provided the directors with an overview of the Porter Airline launch:

- 523 media hits with an estimated 35,338,613 media impressions
- CBC, CTV News, Your TV Interview
- Porter Airlines opens Ontario's Muskoka region to North American travellers with summer service
- Upcoming Additional Press Release – Business Case

Further updates included:

- Dispersion, Hammond Transportation 5 Shuttle Routes, Meridian Platform development & Web-Design, MOU with Shuttle Stops, Revenue Generation – TICO Licence, greater packages
- Building International Audiences with Marketing underway
- Transacting – Dispersion Prime the Pump with Flight and Accommodation Booking, 4 - \$25 vouchers, Tracking Economic Impact & 165 Business Sign-ups (CRM database)
- Inbound contest - Fly Away to Muskoka, Sherwood Inn, Kee to Bala, Porter Airlines, Package for Four with Acoustic Performances & outbound with Moose FM
- Rende-vous Canada - Platinum Sponsor with Product Meetings – 35 scheduled, Floor Booth – virtual reality canoe & dog sled, Sponsored Luncheon
- Regional Investment Deputations – Completed Town of Gravenhurst & Town of Bracebridge Scheduled -Town of Huntsville, Georgian Bay Township, Lake of Bays, Muskoka Lakes, Parry Sound which included the Great Canadian Wilderness International Program Investing in Content Marketing
- Investment Partner – Working with a car company regarding invest in the media spend (Facebook advertising) for Explorers' Edge content & provide the vehicles to be photo featured* in content output by EE & to be used by our content producers. Receive a byline as sponsor of the content at the end and a url referral link for readers to check

The discussion around working with a car company included a director discussion about insurance and board liability. ED will update insurance policy and ensure that dispersion programs are at arm's length from the RTO and employs are not actually driving travellers throughout the region, directors cited this puts the directors at risk.

- Sales Mission – Boston Event planner going to review proposed spaces in May, Bruins in playoffs so not a good time, Tentatively scheduled for September New York - NYC Sales Trip with Destination Ontario June 11-13, Includes meetings with AAA and event at the Consulate General of Canada in New York
- Meet the Directors Town halls – Completed, 65 Stakeholder across three venues, 4 Director Submissions, Commercial Air Service Dispersion
- Workforce - Steve Innis meeting, brainstorm Round Table, Regional Innovation & Training, Social Enterprise / Housing
- Ed heading up a regional collaboration meeting i.e. RTO Director Meeting & Communication Face to Face and discussion on a Strategic Alignment Officer to control Narrative and Communication with Queens Park while getting a update on the upcoming Provincial Tourism Strategy
- Update on partnership programs - Muskoka Tourism - Employment, Website Up-dates, Content Marketing ~ Chamber of Commerce, Ontario Chamber Conference ~ Golf Muskoka ~ FedNor, Indigenous Development

Break

ED Murphy updated directors on the budget reduction, noting a 24% overall reduction. The budget reduction impacted the following areas:

- Product Development
- Research
- Meetings & Travel
- Memberships
- Marketing Shift - Domestic
- Regional Tourism Summit
- Partnership Uncertain

The board acknowledge that the organization is committed to the commercial air service program and dispersion program.

Motion to approve the updated Business and Operational Plan budget for 2019-2020

Motion: Don Mackay

Second: Scott Doughty

Discussion: n/a

Carried

Governance chair Scott updated the board on the nomination process noting that the RTO received four nominations. The discussion included the importance of balance on the board and ensuring that the nomination committee was involved. Directors also discussed conflict of interest at length noting it is importance to be representing regional tourism at the table.

Governance chair Scott then walked the directors through a review of the following bylaws:

- Governing Style
- Board Job Description
- Chair's Role
- Role of the Executive Committee

Motion to take board of directors in camera with ED.

Motion: Curt Dunlop

Second: Don MacKay

Discussion: n/a

Carried

Motion to take board of directors in camera without ED.

Motion: Brenda Scott

Second: Eric Miglin

Discussion: n/a

Carried

In Camera

Motion to Adjourn

Motion: Michael Simonett

Discussion: n/a

Carried.

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