



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



**Explorers' Edge Board of Directors Meeting Minutes  
Monday November 25, 2019  
Muskoka Highlands Golf Course, Bracebridge, ON**

**Present:** Jeff Suddaby, Michael Simonett, Brenda Scott, Don MacKay, Eric Miglin, Scott Doughty, Angela Pollak

**Resource:** Laura Ross, Regional Development Advisor, Ministry of Heritage, Sport, Tourism and Culture Industries

**Staff:** James Murphy

**Regrets:** Hilary Chambers, Curt Dunlop

**Welcome and Chair Remarks:** Chair Suddaby began the meeting at 9.30am. Round table discussion included information related to the new airport business Sky Service, Almaguin Economic Development programming, challenges with labour, recent success with the Parry Sound Girlfriend Weekend, changes to Regional Tourism Advisors reporting and new Ministry name and new interest in high end unique weddings in the region.

**Conflict of Interest:** Jeff Suddaby, Muskoka Accommodation Board  
Scott Doughty, Muskoka Accommodation Board  
Hillary Chambers, NOTO  
Don MacKay, Airport Board of Directors & Golf Muskoka  
Angela Pollack, SABA

**Approval of Agenda – November 25, 2019**

**Motion:** Don MacKay

**Seconded:** Michael Simonett

**Discussion:** n/a

**Approval of Minutes – September 17, 2019**

**Motion:** Brenda Scott

**Seconded:** Scott Doughty

**Discussion:** n/a

**Approval of Consent Agenda – Partnership update November 25, 2019**

**Motion:** Don MacKay  
**Seconded:** Brenda Scott  
**Discussion:** n/a

Chair Suddaby brought the meeting to order noting that the past several months have seen changes to our provincial industry. Chair Suddaby noted his attendance at the tourism round table with Minister MacLeod as being very productive and past his thanks on to the Ministry to meeting with regional stakeholders.

Treasurer Simonett presented the financials noting that this year in particular has been challenging with cash flow due to the need to support commercial air service at the beginning of the fiscal year. Simonett and ED Murphy spoke to work done with Revenue Canada and FedNor to ensure cash flow through 2020. MacKay asked about transfer payments and income statement budgets being on line with the TPA, Murphy noted that this will be double checked as income budgets in Simply Accounting were set pre budget reduction. Laura Ross reiterated deliverable deadlines and the impact of funding payments for the board.

**Motion to approve the Income Statement, Balance Sheet for the period ending November 19, 2019**

**Motion:** Michael Simonett  
**Second:** Scott Doughty  
**Discussion:** n/a  
**Carried**

**Executive Director Update**

ED Murphy updated the board on the September Round Table Deerhurst Resort and expanded on information/updates from Chambers, Parry Sound Business Development, Municipalities and DMO. Murphy also noted upcoming operational planning Regional Round Tables on the following dates, Wednesday December 4th Gravenhurst, Parry Sound, Huntsville, Thursday December 5th Almaguin Highlands, South Algonquin & Loring Restoule – January 2020

Murphy noted two partnerships in progress, Currently Allocated 2019 – 2020 with Town of Bracebridge & Huntsville Accommodation Tax Association. He also noted that several partnerships are in draft for 2020-2021 including Signage South Algonquin, Almaguin Highland Content – Event Marketing, Rotary Club of Bracebridge – Canada Day, Golf Muskoka, Georgian College & Ryerson University – Workforce, Town of Parry Sound – Cruise Ship Programming, FedNor – Indigenous Product Development, Venture Muskoka – Investment Attraction.

On workforce development Murphy also outline fall completed work:

- Georgian College – Huntsville, ON
  - Arrowhead Provincial Park, Muskoka Brewery , Algonquin Outfitter
  - Tourism Sales and Package Program with TICO
  - Introduce operators to students, have students learn about packages

- Winter Overnight FAM Tour
- Ryerson University
  - Marketing and Communication Presentation
  - February 4th, 2019 – Commercial Air Service, Destination Development
  - February 1, 2019 – Student Council Job Fair
- University of Waterloo
  - Upcoming meeting with the Rec & Leisure Department

Related to the previous updated from Advisor Ross, Murphy shared the following updates:

- New Ministry Name & Introduction
  - Provided the Ministry with a regional brief
- RTO Council Development and Communication
- Minister meeting with RTO Executive Directors – TIAO Summit
  - Vision Session with RTO
  - Meeting with the Ministry of Finance
  - Outcomes, Culture & Heritage, Economic Development
- Minister MacLeod Regional Round Table
  - Norm Miller
  - Steamships, Gravenhurst Opera House, Town of Bracebridge, JW Marriott
  - Workforce Development Solutions

The board were updated on the Conference at Blue Mountain and upcoming 2020 conference at Deerhurst Resort. During this time TICO was discussed and next steps were outlined regarding having the certification for 2020. On the product development from ED Murphy shared information related to indigenous Product Development:

- Canadian Council for Aboriginal Business
- Progressive Aboriginal Relations
- Increased understanding of Aboriginal culture, tradition and values
- Propose of PAR Verification
- To enhance the credibility and value of your accomplishments

In addition to work completed the team participated in a commercial airline de-briefing, Tourism Toronto content meeting and meetings with Ontario rural airports. ED Murphy finished with a outline of next steps:

- MHSTCI Mid Term Report
- Ontario Trillium Foundation Grant
- Catalyst Housing , Social Enterprise, Training, Pivot
- 2020 – 2021 Business and Operational Plan
- Town Halls, Feedback
- Partnership Program & Content
- Provincial Tourism Strategy and Visioning

- Georgian College, Ryerson University and Waterloo University
- TICO Program
- Commercial Air Service Selling and Packages

## **Break**

Governance Chair Scott reviewed Policies items:

- 2-A Delegation to the Executive Director
- 2-B Executive Director Job Description and Code of Conduct
- 2-C Monitoring Executive Director Performance

Directors discussed the confidentiality of information with business partners as our organization continues to take on larger, more robust multiyear projects. As the RTO expands certain program aspects require confidentiality as noted by the directors. Directors noted that the agenda could be shaped to reflect a working session compared to a board meeting and citing “in-camera” sessions in the agenda ahead of time. Director then discussed the role of the governance committee and the importance of future director recruitment and the role of the committee in general. Directors reviewed the policy with no changes needed.

### **Motion to take board of directors in camera with ED.**

**Motion:** Scott Doughty

**Second:** Don MacKay

**Discussion:** n/a

**Carried**

### **Motion to take board of directors in camera without ED at 12.25pm.**

**Motion:** Gail Burrows

**Second:** Scott Doughty

**Discussion:** Brenda to contact board members for intentions toward remaining on board, leaving board, recommendations for new board directors prior to next board meeting in December.

**Carried**

### **Motion to come out of in camera without ED at 12.51pm.**

**Motion:** Don MacKay

**Second:** Scott Doughty

**Discussion:** n/a

**Carried**

### **Motion to Adjourn 1.02pm**

**Motion:** Michael Simonett

**Discussion:** n/a  
**Carried.**

DRAFT