



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
Tuesday, January 23, 2024
Zoom**

Present: Hilary Chambers, Angela Pollak, Gabriela Hairabedian, Jackie Leung, Didier Dolivet, Darren Smith, Anubandu Lakhera

Resource:

Regrets: James Roberts, Dave Anderson, Michael Martyn

Staff: James Murphy, Kate Monk (taking minutes)

Call to Order and Chair Remarks: Hilary Chambers called the meeting to order at 9:30am.

Hilary asked for any conflict of interest – there were none.

Approval of Agenda – January 23, 2024

Motion: Leung

Seconded: Smith

Discussion: n/a

Carried.

Directors received a comprehensive overview of the Region Centric Regenerative approach during the in-person strategy session held on Tuesday, January 16, 2024, at the Marriott Residence Inn in Gravenhurst.

The approach was motioned in 2021 and captures (early) adoption of destination development and regenerative approach. This approach aligns with government directive to consider destination development and outcomes (started during the pandemic) while supporting a government mandate for RTOs to “provide regional leadership and [to] support a collaborative approach...”

The December 2023 report from the Office of the Auditor General of Ontario regarding the *Value-for-Money Audit: Tourism Support Programs* was then presented. Directors were briefed on the overall report noting that the report highlighted the need for “More detailed performance measures and targets for each priority area...”. It was noted that the report drew details following pandemic and in the unpredictable year following afterwards. It was also noted that the Ministry has not had a strategy for approximately 4 years and that our model is updating and changing TPA templates on a regular basis. It was reiterated that without an overarching strategy it is not possible to do entrenched 3-year strategy

(that's why we included T3Y to guide staff – the previous BOP was referenced). The incoming BOP can now be more detailed regarding expected outcomes and measures of success.

Subsequently, the outcomes of the January 16 strategy session were revisited and reaffirmed. The 2024 / 2025 BOP will:

- Create more detailed and multi-year project targets/measurable outcomes for priority projects and TPA requirements.
- Plan (as much as TPA allows for that) for projects' YOY growth (staffing/funding) and organizational sustainability to support long-term success of projects.
- Solidify Governance that will ensure projects and staff are supported, and that Directors have full understanding of expected outcomes (includes revising Board skills matrix to include additional experts and creating internal/invited project advisors)

While the BOP is a requirement of the government to receive annual funding for its pillars our organization will create an internal longer-term strategy for the Board that is guiding document for future Boards, encompassing the Regenerative Strategy, the business of Tourism and greater goals for destination development (e.g. Revenue Generation, Catalyst Housing, Regenerative Travel Agency, Sub-Regional Development, New Marketing Approach, etc.). This internal, longer-term guiding strategy would inform future BOPs as well.

To accept the January 16, 2024 presented Business and Operational Strategy as part of the 2023 – 2026 Three Year Strategy

Motion: Leung
Seconded: Smith
Discussion: n/a
Carried.

*** of note, directors James Roberts, Dave Anderson, Michael Martyn provided electronic approval of the motion

Directors were presented a financial update related to the 2023 / 2024 fiscal budget and spending.

To accept the 2023 – 2024 financials presented on January 16, 2024

Motion: Smith
Seconded: Chambers
Discussion: n/a
Carried.

*** of note, directors James Roberts, Dave Anderson, Michael Martyn provided electronic approval of the motion

Motion to Adjourn

Motion: Chambers
Discussion: n/a
Carried.