



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 September 5, 2018
Seguin Valley Golf Club, 144 Badger Road, Parry Sound, ON**

Present: Gail Burrows, Jeff Suddaby, Don MacKay, Hilary Chambers, Michael Simonett, Anthony Rizzo, Brenda Scott, Laura Ross, Scott Doughty

Regrets: Kim Loader, Curt Dunlop, Dymrna Hayes, Eric Miglin, John Langford

Staff: James Murphy

Welcome and Chair Remarks: Chair Jeff Suddaby called the meeting to order at 9:35am

Suddaby makes opening remarks, briefly speaks to workforce development.

Conflict of Interest: Rizzo speaks to conflict of Interest and its purpose.

Approval of Agenda – September 5, 2018

Motion: Don MacKay

Seconded: Brenda Scott

Discussion: n/a

Draft Bylaw Presentation

Rizzo review the process to date with the board of directors followed by a line by line presentation of the proposed changes. The board discussed the bylaws thoroughly recommending five updates before passing to membership ahead of the AGM

1. Ensure references to Algonquin Park are updated
2. Review the document an update references to Chair & Vice-Chair versus President & Vice-President
3. Broadened the communication of AGM beyond newspaper circulation
4. Edited paragraph of Quorum of Members
5. Updated fiscal and financial to ensure consistency

The updates were made and a motion was then floored.

Motion to approve the updated bylaws presented to the Board of Directors

Motion: Anthony Rizzo

Second: Hillary Chambers

Discussion: Rizzo thanked the directors for all their input during the process.

Carried

Following the bylaw presentation Rizzo presented the draft slate of directors, which includes:

- Curtis Dunlop
- Brenda Scott
- Donald MacKay
- Eric Migland
- Gail Burrows
- Jeff Suddaby
- John Langford
- Kim Loader
- Michael Simonett
- Scott Doughty

The board discussed attendance at length referring to the new bylaws while also discussing the nomination process for the spring 2019 Board of Director meeting. Directors were provided with an overview of the process involved in the bylaw & policy implementation i.e. the bylaws being approved at the AGM followed by the policy being voted in at the following board meeting. The chair noted that outreach would be done with directors to ensure commitment moving forward. The directors spoke to the smaller board will allow for more dialogue and involvement from directors.

Rizzo thanked Hilary Chambers for her tenure as a director with RTO12 and thanked the board for his time on the board as a director.

Motion to approve the slate of directors to be carried forward to membership at the upcoming AGM.

Motion: Anthony Rizzo

Second: Michael Simonett

Discussion: Rizzo thanked the directors for all their input during the process.

Carried

Audited Financial Presentation

Murphy presented the draft 2017-2018 audited financial statements prepared by Gingrich & Harris Chartered Professional Accountants. Both Murphy and Dunlop spoke to the major Source of income, transfer payment from Ministry of Tourism, Culture and Sport with other income generated by partnership, FedNor & OTMPC partnership. Dunlop also noted that HST receivable impacting our accounts receivable has now been addressed along with many of our other AR & AP.

Motion to approve the March 31, 2018 Audited Financial Statements – January 10, 2018

Motion: Don MacKay
Seconded: Gail Burrows
Discussion: n/a
Carried.

Chair Suddaby continue with the agenda.

Motion to approve the July 31, 2018 meeting minutes Roseau Community Centre

Motion: Michael Simonett
Second: Gail Burrows
Discussion: n/a
Carried

ED Murphy presented the financial statements period ending July 31, 2018. Murphy noted that spending has begun on several programs as the current statements reflect mostly overhead and administrative spending.

ED murphy also noted that the RTO has a FedNor application pending to support an internship for the RTO as it relates to the hiring of a Product Coordinator position with the RTO.

Chair spoke to the importance of working with FedNor and noted that a board resolution was required in order to enter into an agreement with FedNor.

Motion to approve the RTO entering into an agreement with FedNor as it relates to the hiring of a Product Coordinator via the FedNor internship program.

Motion: Anthony Rizzo
Second: Hilary Chambers
Discussion: n/a
Carried

Dunlop then asked for a motion to approve the income statement and balance sheet period ending July 31, 2018.

Motion to approve the Income Statement and Balance Sheet period ending July 31, 2018

Motion: Michael Simonett
Second: Gail Burrows
Discussion: n/a
Carried

ED Murphy presented the directors with work completed to date including marketing results on both the international and domestic programs. International results:

- USA Marketing was officially launched June 29, 2018

- End of August 130k site visits (Traffic 125% over plan)
- 615 leads acquired
- Cost per link click \$0.88 – well below (51%) the estimate used to build the plan
- 4k follower on the GCW page

Domestic results for the last month:

- There were almost 85K site visits this month (excluding partner content), just over 27,000 referrals and 95 new leads
- Organic, Direct and Referral traffic accounted for 40% of traffic this month, versus 29% YTD. Bounce rate is the lowest ever recorded, while pages per session and session duration are both up: **This is partly attributed to the increase in US traffic.** There was a 4X Increase in US traffic versus last month – 6.3K visits versus 1.6K visits last month – this is no doubt due to the USA marketing program (there were just over 900 visits from the GCW site). US visitors visit almost 2X more pages per session and spent 60% more time than Canadian visitors

ED Murphy also outlined regional outreach, programs and tours that have taking place:

- Golf Muskoka FAM Tour
- Destination Ontario – Road Scholar Workshop
- Media Releases - Parry Sound, Fuel and Fun, RTS, International Launch
- Photography, 5 photographers – US KTA's

On the topic of outreach Murphy spoke to work completed by the team, in particular the director of communication as it related to the media push around the Parry Sound 33 fires. As an outcome stakeholders were surveyed in Parry Sound and the outcome underlined a negative effect on their overall business. ED Murphy spoke to the board about a possible media event to try and bolster the fall travel season, the board was in agreement that additional help could be provided to Parry Sound.

ED Murphy also updated the board on the upcoming Regional Tourism Summit and Workforce development noting:

- Regional Tourism Summit – Break out session, Tourism HR Canada
- Georgian College – 37 student Trip, Parry Sound
- Regional Tourism Summit – Facilitated Entrepreneur Panel

ED Murphy noted that there is also additional work being completed on Commercial Air Service portfolio, FedNor programming, partnerships. It was also highlighted that fall 2018 will bring forth planning sessions at the RTO and attendance at provincial industry conferences.

Chair Suddaby thanked the team for all the work that has taken place and commended them as well on the initiative taken to organize a fall tourism summit.

Motion to Adjourn

Motion: Hilary Chambers

Seconded: Gail Burrows
Discussion: n/a
Carried.

DRAFT