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**Explorers' Edge Board of Directors Meeting Minutes  
Wednesday January 23, 2019  
Dewey Institute, 125 Wellington Street, Bracebridge, ON**

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

**Resource:** Laura Ross

**Regrets:** Eric Miglin, Curt Dunlop

**Staff:** James Murphy

**Welcome and Chair Remarks:** Treasurer Michael Simonett called the meeting to order at 11.00am

**Conflict of Interest:** No conflicts cited

**Approval of Agenda – January 23, 2019**

**Motion:** Brenda Scott

**Seconded:** Don MacKay

**Discussion:** n/a

**Approval of Minutes – December 12, 2018**

**Motion:** Scot Doughty

**Seconded:** Brenda Scott

**Discussion:** n/a

ED Murphy presented the financials for the period ending December 31, 2018. Murphy noted an over budget item, an increase this year to insurance and also highlighted that a membership push will be taking place in the final months of the fiscal year which will bring membership revenue up to budget levels. The international program will commence in the final quarter of the fiscal year which will trigger the final marketing and partnership spends.

**Motion to approve the Income Statement, Balance Sheet & Accounts Payable for the period ending December 31, 2018**

**Motion:** Don MacKay

**Second:** Michael Simonett

**Discussion:** n/a

**Carried**

**Executive Director Update**

ED Murphy provided the directors with the draft 2019 Business and Operational Plan. Directors enquired about travel and overhead budget items ensuring the team had adequate budget to cover travel and office expenses during the year. Murphy noted that budget would cover operating expenses over the course of the year. Directors supported the product development portion of the budget noting that the investment in transportation to ensure dispersion throughout the region was important. Directors were also supportive in the continued investment in the self-guided mobile tours. Workforce development and the next steps i.e. industry networking, outreach and a feasibility study in order to better understanding opportunities to address a program to tackle the current challenge faced by the region, all of which was supported by all directors. On the topic of Marketing the board supported the continued investment in international markets, involvement in international trade shows, presence at Rendez-Vous Canada 2019 and continued investment in image assets, transacting platform and a tracking program in the form of international arrival vouchers. Directors enquired about partnership allocation and ED Murphy outlined that it is earmarked for four broad categories International Marketing & Development, Domestic Marketing & Development, Stakeholder Training/Workshops & Workforce Development.

**Motion to approve the presented 2019 – 2020 Business and Operational Plan**

**Motion:** Don MacKay

**Second:** Michael Simonett

**Discussion:** n/a

**Carried**

An update of RTO activities for the dates of December 11, 2018 thru January 23, 2019. Directors were provided and overview of recent RFP's that were circulated and included

- International Marketing of Key Tourism Activities (KTA's)
- Indigenous Tourism Product Inventory & Development Workshops
- Transportation Services
- Package and Itinerary Platform

**ED Murphy Industry Engagement & Outreach**

- Minister of Tourism Round Table Consultation, Tourism Strategy, Minister of Finance
- Budget Presentation
- Muskoka Tourism Marketing Agency

- Tourism Strategy
- Leadership Forum Preparation
- Muskoka Joint Job Fair

Ed Murphy outlined updates related to commercial air service

- Project Legal Review
- Terminal Staffing
- District of Muskoka, Transportation and Airline Meetings
- Media Preparation
- Marketing Launch and Contracts

Finally ED Murphy updated the board on ongoing FedNor commitments:

- 2018 International Program & Reconciliation
- Internship Funding Reporting and Contract Signing
- 2019 Indigenous and International Marketing Phase II and RFP's

Directors commented on the ongoing work, attention to detail and efficiencies amongst the team and thanked them for their ongoing commitment to tourism in the region.

Chair Suddaby spoke to next steps regarding governance and the nomination process for 2019. Suddaby opened the floor asking for a governance chair and committee members. Brenda Scott stepped forward as chair and Michael Simonett came forward to serve on the committee. Scott shared with board the possibility of having Anthony Rizzo return to the organization as a governance committee member. The directors were all in favour.

**Motion to approve the governance committee with Chair Brenda Scott and committee members**

**Michael Simonett and Anthony Rizzo**

**Motion:** Don MacKay

**Second:** Jeff Suddaby

**Discussion:** Scott will follow-up with Rizzo while at the same time organizing a committee call in order to get organized and set out action items ahead of the 2019 Annual General Meeting. Scott also noted the importance of the town halls in late March in order flesh perspective directors.

**Carried**

**Motion to Adjourn**

**Motion:** Don MacKay

**Discussion:** n/a

**Carried.**