

Regional Tourism Organization Working Group Meeting Minutes

Date: Tuesday August 10, 2010

Where: Swiss Country House, Magnetawan

Attendance: Anna Marie Harris, Al Dare, Andrew Ryland, Bill Spinney, Brenda Scott, Dave Stewart, Jamie Hopkins, Jim Murphy, John Sorenson, Ken Turner, Laura Hernando, Meaghan Tutt, Perry Harris, Shannon Bebamash, Michael Lawley

Regrets: Kelly Haywood, Lorne Joiffe, Don Mackay, Gary Froude

1. Round Table Introductions

- Introduction of Perry Harris – Parry Sound Chamber of Commerce new General Manager

2. Review of Agenda

- Item #4, Update from Ministry of Tourism Advisor - Laura Henedo was moved to Item #1

3. Approval of Minutes

Motion: Jamie Hopkins
Seconded: Dave Stewart
Carried

4. Update from Ministry of Tourism Advisor Laura Henedo

- Next step for RTO 12 board is to submit the Terms of Reference and Transition Plan
- Once these two documents are submitted and approved transfer payments can begin
- Update on other RTO's
 - Region 1
 - Facing geographical challenges
 - October timeframe for incorporation of their organization
 - Have submitted their Terms of Reference
 - Region 2
 - Ministry has received Priority Projects, Terms of Reference and Budget
 - Were led by a consultant
 - October timeframe for incorporation of their organization
 - Region 3
 - Signing transfer payment
 - Hiring an admin support person
 - Are working on priority project development
 - Region 4
 - Priority Projects on the go - Timeout campaign and website
 - Holding industry sessions
 - Region 5
 - First official RTO
 - Region 6
 - Creating sub-committees
 - Hiring an admin assistant and a project coordinator
 - Region 7
 - Meet via telephone conferences

- Working on their communication and engagement section
- Region 8
 - Signing transfer agreement
 - Sept/Oct timeframe for incorporation
- Region 9
 - Transfer payment signed
 - Created sub committees for issues like the RTL
 - Concentrating on marketing
- Region 10
 - Similar to Toronto (Region __)
 - Adjusting mandate and Roles and Responsibilities
- Region 11
 - Material is approved
 - Naming the RTO
- Region 13
 - Have submitted Timeline & Budget
 - Priority Projects are under discussion
 - Holding weekly teleconferences

- **The ministry needs Region 12 Terms of Reference and Transitional Plan**

5. Review and approve the revised documents

- Terms of Reference
 - Michael Lawley outlined changes that were made, by request of the board, since last meeting.
 - Additional changes:
 - Communication and Engagement Section: Add that an Internal and External Communication Sub-Committee has been created.
 - Internal and External Communications Sub-Committee:
 - Andrew Ryeland
 - Brenda Scott
 - Dave Stewart
 - Ken Turner
 - There will be one more electronic distribution of the Terms of Reference before they are submitted. Final approval will be through email.

Approval of the Terms of Reference once changes have been made and after final email approval

Moved: Brenda Scott

Seconded: Ken Turner

Carried

- Transition Plan
 - Additional changes:
 - Page 3: elaborate on GBC services
 - There will be one more electronic distribution of the Terms of Reference before they are submitted. Final approval will be through email.

Approval of the Terms of Reference once changes have been made and after final email approval

Moved: Shannon Bebamash

Seconded: Dave Stewart

Carried

6. Identify and approve priority projects

- Destination Development Plan
 - Will focus on industry feedback on the RTO
 - Ask RTO partners what is needed in the region
 - Will provide answers to many of the boards questions and shape the direction of the board
 - A consultant will deliver and help implement

Motion to more forward with the development and circulation of a RFP for the Destination Development Plan.

Moved by: Andrew Ryeland

Second: Allen Dare

Carried

- Fall Colour Tour/Mapping
 - Fall Colour Tour is time sensitive, it was agreed that there wouldn't be enough time to put on a successful Fall Colour Tour Event
 - Suggested that instead of doing a Fall Colour Tour map the mapping for the whole RTO was completed instead.

Motion to more forward with the Mapping priority project for all of Region 12.

Moved by: Brenda Scott

Seconded: Dave Stewart

Carried

- 3 Educational Programs
 - Run 3 program in between now and March
 - Looking for speaker, location, coffee breaks
 - Nominal fee will be charged to attendees
 - Programs can be on anything from social networking, mapping, marketing, ect.

Motion to move forward with a RFP for a 3 session Educational Program.

Moved by: Dave Stewart

Seconded: Jamie Hopkins

Carried

- Online Reservations Service
 - Cost a total of \$57,000/year
 - Need a total of 40 businesses to sign up, Muskoka has already found 21, would as the other regions to fill the remanding 19 needed spots.
 - FedNor is not interested in funding until the RTO is incorporated
 - Would cost the RTO \$27,000/year for two years

Motion to move forward with monetary support of \$27,000/year for two years.

Moved by: Brenda Scott

Seconded: Shannon Bebamash

Carried

- Georgian Bay Coastal Route Tour directional signs
 - Georgian Bay Coastal Route has developed way finding signs to be used throughout the Georgian Bay Shoreline from Grey Bruce Country to Manitoulin
 - For the Parry Sound & Muskoka region it will cost an estimate of \$2000.
 - More information attached.

Move forward with the Georgian Bay Coastal Route Tour directional signs.

Moved by: Jamie Hopkins

Seconded: Dave Stewart

Carried

- 1st & 2nd Generation Immigrants
 - Growth opportunity for immigrant tourism
 - OTMPC is planning research and initiatives around 1st & 2nd Generation Immigrant Tourism
 - Suggested that it might be a good opportunity to partner with OTMPC, buy a seat at the table, and play a decision making role in the work that is being done
 -

Board has agreed to ask OTMPC how we can get involved and continue the conversation.

Moved by: Jamie Hopkins

Seconded: Dave Stewart

Carried

- Resort Ontario Partnership
 - Project was not approved by the RTO board.
- October Festival – Port Loring
 - October 9th
 - 6 – 10 Bands, lots of food, coupon booklet
 - Will be advertised through web, tv, newspaper, radion
 - Expected attendance of 1100 – 1500
 - Expected revenue of \$25,000, expenditure \$16,000
 - Asking for monetary support of \$3000

Support the October Festival in Port Loring and more forward with monetary support of \$3000.

Moved by: Brenda Scott

Seconded: Ken Turner

Carried

7. Website Update – Feedback

- Website has been created and is ready to go live
- Documents will not be uploaded until approved by the board and then by the ministry
- File Management System has been quoted on
- Board would like to see an RFP go out for the File Management System
- Communication Sub-Committee will discuss website further.

Motion to create and distribute a Request for Proposals for a File Management System.

Moved by: Andrew Ryeland

Seconded: Allen Dare

Carried

8. Update from Anna Marie Harris

- Expenses
 - Until a money transfer is made by the Ministry expense sheets will not be paid. Please continue to keep track of mileage but know that when your sheets are submitted they are being filed until the money is made available.

- Food at meetings: Because meets are running longer than two hours it was agreed by the board that a working lunch would be more suitable than a breakfast during the meetings
- Future meetings will continue to be held at various facilities throughout the entire Region 12 rather than one central location.
 - It was also asked that the Communication Sub-Committee look at the logistics of holding electronic meetings for the future.

9. Other Business

Next Meeting

September 21, 2010 at 10am in Algonquin