

TMAC Board Meeting Reports
February 2023 Board Meeting

6.0 BOARD COMMITTEE REPORTS

AWARDS Committee, Tracy Ford

Judging schedule:

Awards competition closes – February 20, 2023

Entries prepared for judging February 20 to approximately February 28, 2023

Judging (six weeks) – approximately March 1 to April 12, 2023

Launch of other awards (People's Choice, Volunteer of the Year, Industry Member of the Year, BC awards) – early March 1

Finalist's announcement – approximately week of April 17, 2023

Categories/submissions to date as of February 6:

Books: 6

Emerging: 8

Photo Series: 11

Landscape: 9

Spirit of Canada: 21

Website: 9

Outdoor adventure: 27

Nature/Environmental: 17

Food/Drink 23

Culture/Historical: 27

Indigenous Story: 10

Best people photo: 0

COMMUNICATIONS Committee, Yashy Murphy

The Communications Committee has been focusing on conference launch, drumming up excitement and encouraging members to register early. Next month the Committee plans to leverage the learnings from the strategic planning sessions to create the 2023 Communications plans for the rest of the year.

CONFERENCE Committee, Pam Wamback

Registration information released on February 6/23:

- 9 Pre press trips available to media
- 17 local tours available to all delegates

- Hosted events include Welcome Reception at Dynamic Earth, Dinner at Science North, Dine Around hosted at various locations in Sudbury, Gala Awards & Dinner hosted at Natura Catering & Events Centre.
- Hotel reservations open to delegates: \$158 per night at the Holiday Inn Sudbury includes room, breakfast, parking and WIFI daily.
- PD sessions:
 - Framework developed.
 - Expression of interest sent to TMAC members by PD Committee for first right of refusal to provide a few desired sessions. Proposed speakers to be presented to Conference Committee at next meeting on February 28.
 - Keynote speaker secured and session expectations have been discussed.

Host Committee:

- Next meeting with Host Committee on February 16
- Conference logo confirmed
- Virtual Meet & Greet: February 16 @ 5:30 pm ET. Opportunity for members to ask questions about the Conference / registration / press trips, etc.

MILESTONES:

February 28: Conference Committee Meeting

March 1: Final press trip itinerary details due from Sudbury Host Committee

March 30: Detailed conference programming information due

April 30: Registration Deadline (or sooner if capacity is reached)

May 10: AGM

The TMAC Conference Committee is responsible for providing leadership execution of TMAC's capstone event, the Annual Conference and Marketplace. The Conference is an elaborate event that includes pre and post tours (press trips), networking events, professional development, and the foundation of the event, the media marketplace.

The Conference Committee is responsible for planning and supervising the execution of the annual conference. This includes development of overall programming, liaising with contract providers, host, and partners, and managing logistics. They also work closely with other committees including the Awards Committee, the Sponsorship Committee, and the PD Committee. They strive to provide the highest quality event for our members and set the standard for the Canadian tourism industry.

Deliverables:

- Working closely with conference hosts to design the best possible conference
- Collaborating with the Sponsorship Committee to grow sponsorship opportunities
- Collaborating with the PD Committee to provide the highest quality of programming
- Working with the CAO to ensure seamless execution for the conference.

GOVERNANCE Committee, Judi Cohen

2022 AGM REPORTS

DUE to be submitted to Donna by February 28th

Call for Nominations:

Working backwards, from our May 10 AGM:

- If required based on nominations, recommendation is to vote on board of directors ahead of the AGM as had been planned last year

Suggested Timeline:

March 1: Call for nominations OPEN

March 24 12 noon ET: Nominations CLOSE

March 29 12 noon ET – April 5 12 noon ET: VOTE

April 12: AGM package distributed, slate of officers included

Here is the 2022 Call for Nominations communication, a review of this, adjusting the details will be needed, but is a good point of reference (especially for me)

<https://www.travelmedia.ca/news-item/tmac-national-call-2022-board-directors-nominations>

STRATEGIC PLAN:

REMINDER: Sub-Committee Updates - meetings to be hosted as discussed Feb 8th, recommendations to be forthcoming to be included with the March board meeting package.

SPONSORSHIP Committee, Jerry Grymek

The Sponsorship Committee has a few updates to share for the month of January:

Sponsor Bookings To Date

Ottawa Tourism - Platinum - \$6,500

Ontario Chapter - Gold - \$4,995

Virginia Tourism - Gold - \$4,995

Tourism Kingston - Gold - \$4,995

Parks Canada - Silver - \$2,995

Tourism Ireland - Silver - \$3,745 (2023 Pricing)

In Kind: VIA Rail - Silver - \$2,995

Total: \$31,220

The benchmark established for 2023 was \$39,470

Additional Industry Outreach

We continue to reach out to potential sponsors and have calls arranged with the Stay22, IHG, and others. Confirmed sponsors will be added to the list and shared with the Board.

AWARDS Sponsorship Confirmed at \$3,000 each

Parks Canada
Indigenous Tourism Canada
Ottawa Tourism
Destination BC
Tourism Saskatchewan
Travel Yukon
Tourism Louisiana
Ontario Parks
Le Quebec maritime

Total: \$27,000

Goal for 2023: 30,000

Summary:

Total to date: \$58,220 of \$69,470

HUMAN RESOURCES Committee, Jerry Grymek

Nothing new to report.

FUTURE HOST Committee, Jerry Grymek

SHARED IN CONFIDENCE: not be communicated publicly until AGM

2024 and 2025 Conference Host Decision Established

To reiterate, St. John's was awarded the 2024 Conference and Saskatoon was awarded the 2025 Conference.

Next Steps

Initial meeting held to secure updates for 2025 rates for hotels and discussions regarding date availability in June 2025.

We are working towards the ability to announce this announcement in May at our AGM.

MEMBERSHIP Committee, Paul Knowles

With a sense of a job well done, we can announce we have completed the daunting task of vetting and approving all requalifying TMAC members. It was a challenge, this year, since all media members were required to requalify, unless they had joined in the past two years – which meant the vast majority had to requal.

Thanks to the committee members, and some extra volunteers, who stepped up to each spend hours in this process. Thanks to the TMAC members who went through requalification. And special thanks to Donna Hatt, who shepherded members and committee examiners alike through the process.

We're delighted to report that the vast majority of TMAC media members chose to requalify, and that those who did so, qualified handily on the work they have done in the past few years. Because of COVID, we

stretched the qualifying period, from 2019 through late 2022, but it became clear to all of us that while that was helpful to a few, in fact, TMACers are alive and well and working hard.

There were a few members who chose not to requalify, for health reasons, retirement, or change of professional focus. We are not aware of anyone who left because of issues with TMAC, which is very good news for all of us.

As Membership Chair, I can state with full confidence that if you are a member of TMAC, you are a working, professional travel communicator with integrity and credibility.

A note to all members: when you qualify and pay your membership fee, you are asked to agree to the TMAC Code of Conduct. I encourage you to, in fact, read the entire Code of Conduct – it's a well constructed statement of how we are to do our jobs, and relate to our colleagues and to TMAC.

As of time of writing, TMAC membership sits at (assuming all currently at GRACE renew)

2023 Budget	2023 Current	2022 Actual
MEDIA 190	173 + 4 secondary= 177	188
INDUSTRY 155	157 + 25 secondary=182	155
Total: 345	Total (without second): 330	Total (without second) 343

*without secondary included

PROFESSIONAL DEVELOPMENT Committee, Wendy Nordvick -Carr

Callout for Presenters

We have made a call out for presenters for Professional Development Training for TMAC Members with priority focus being on the Conference in Sudbury. The call went out January 6, 2023 and eight interested presenters threw their names in. The Pd Committee has reviewed all and is in the process of making contact with all of them.

PD Conference Sessions:

The PD Committee is going through all of the needs for our TMAC members and will meet again to fine-tune session titles and descriptions.

National PD Sessions

Our PD sessions are growing in popularity! Our Media Kit session had a record 42 members register thanks to all the hard work of all involved.

Feb 9, 2023 PD Session: How to Improve your Media Kit – Moderated by Oksana

Media Kit do's and don't, get tips on what PRs and DMOs are looking for and advice on tools other media are using to level up their game!

We had four panelists with a Q & A:

Kim Logan - Banff & Lake Louise Tourism ; Jessica Harcombe Fleming - Tartanbond PR; Claudia Laroye - Freelance Media; Christopher Mitchell - Content Creator

Feb 21, 2023 PD Session: Editors Panel

This is the first in a series of virtual Editor's Panels across the country in 2023 featuring editors from traditional and digital media.

Our first Editor's Panel for 2023 is co-presented with the Ontario Chapter.

We have three editors: Katie Bridges, Editor, Foods Toronto and Escapism Toronto; Alexandra Pope, Editor-in-Chief, Canadian Geographic; Kevin Wagar, Editor, Ultimate Ontario, We Explore Canada

7.0 CHAPTER UPDATES

BC & Yukon Chapter Report, Wendy Norkvik-Carr

January 2023 Financial Report

The chapter's opening balance on December 30, 2022 was \$4749.72, with a closing balance on January 31, 2023 of \$6,259.77.

- A service fee of (Net \$4.95) was charged for the month of January.

- On January 27, cheque #00237 in the amount of \$260.00 was issued to Opus for gratuities for the January 6, Mix & Mingler event gratuities.

- \$1,775.00 was deposited and paid by Wendy Nordvik-Carr via personal cheque on January 31, 2023

This amount of represents payment from TMAC National of \$1,650 for the 2022 BC Chapter allotment for Chapter events and expenses. \$125 was for nonmembers attending the Opus event. If one of these 5 people, who were charged \$25 becomes a member we will put this towards their yearly dues if asked.

Bank Statement

January bank statement and financial report has been uploaded into the TMAC BC & Yukon Chapter Dropbox account

=====

TMAC BC Chapter Awards

March 1, 2023: OPEN for submissions

April 3, 2023: CLOSED for submissions

The BC Chapter is now responsible for judging the awards moving forward starting this year.

We are in the process of securing three qualified judges for the two awards below.

Nathan Fong Award

Criteria:

Funding of the Nathan Fong award - \$500 - Question: Do we continue to fund this out of Chapter funds or has a sponsor been found? We will continue to fund this award until a sponsor is found. Check

further with Sonya on possible sponsors. There may be sponsorship opportunities with Fred Lee and April Liu

Possible Judges: Diane Selkirk, Dixon Tam (suggested by Sandra Thomas), Claudia Laroye (suggested by Diane Selkirk), Fred Lee (suggested by Lukas Aykroyd)

ACTION:

Sandra Thomas will contact Dixon Tan and Fred Lee

Lucas Aykroyd will contact April Liu, Chinese Storytelling Centre

Description of Nathan Fong award for reference:

Nathan Fong Memorial Award - Best feature promoting Asian-Canadian Relations & Tourism This category is open to multiple forms of media - podcasts, video, immersive and interactive media - in addition to written articles.

The annual award in memory of Nathan Fong is to raise awareness and highlight the many contributions Asian immigrants and Asian-Canadians have made in Canada.

This feature could be about anything from the best places to eat in Chinatown, to historical places of interest, to modern-day attractions, culture, festivals, unusual distilleries, chef profiles, etc.

The ideas are only limited to the creative minds of our members, but must have both an Asian and Canadian connection.

This annual memorial award is sponsored by TMAC BC & Yukon Chapter and open to other sponsors

First Place: \$200

Second Place: \$100

Third Place: \$75

Ann Bretton Award - Funded by family

Criteria:

For this award, judges would whittle down the submissions to five to forward to the family for the final selection.

Judges: Sandra Thomas, John Geary, Diane Selkirk

Events Committee: Report submitted by Sonya/Shawna

Our January Opus Mix and Mingler was a great success with about 32 members attending. There were five nonmembers in attendance who paid for admission to the event. If they joined TMAC we would reimburse this fee back to them.

Mix & Mingle: Chinese Storytelling Centre event scheduled for March 9, 2023 @ 5:30pm

Guided tours with light refreshments (tea and cookies) Invitation has been sent

Other tentative plans in the works are:

April - we want to plan a Pro-D Day and will be following up with Fairmont Whistler. Tania waiting to discuss with Sonya

May - working toward an event at Inn at Laurel Point in Victoria

Discover Surrey - Possible Dine Around walking Spice Trail - no date

ONTARIO Chapter, Co-Chair Rod Charles/Co-Chair Jerry Grymek

Team Meeting:

The Ontario Chapter will be holding a Board meeting in late February to get members up to speed on initiatives for early 2023.

Upcoming Munch and Mingle Events:

We are looking forward to our first Ontario M&M event on March 28 hosted by Belize Tourism (the location TBD). Originally this was supposed to take place in February but they had to move it by a month.

Future Munch and Mingle Events:

We have more M&M events planned under co-chair and M&M chair Jerry Grymek planned including another Summer Road Trip.

2023 Conference Sponsorship:

The Ontario Chapter is once again pleased to support National as a Gold Sponsor for the 2023 Conference.

Atlantic Chapter, Ayngelina Brogan & Pat Lee

2 groups doing upcoming FAM trips to Western Newfoundland. Four members are going Feb 19-23 and 3 members in early March.

Prairies & NWT, Noelle Aune

8.0 CAO Report

Donna Hatt, CAO

REQUEST/INVITATION from ITAC:

We would like to invite you to lead a breakout session at our International Indigenous Tourism Conference (IITC) on March 8 - 10 in Winnipeg, MB. The breakout session is tentatively titled **How to Better Work with Media Representatives** but we are open to changing the title and working on a description together.

IITC is an annual conference that brings people together in a spirit of learning and inspiration. As the biggest Indigenous tourism conference in the world, IITC contributes greatly toward the advancement of the Indigenous tourism industry. There will be a series of breakout sessions for every level of operator. The audience is mostly Indigenous tourism businesses but there will be some industry representatives and partners.

You can find out more about IITC on our conference website here -

<https://indigenoustourismconference.com/>

BUDGET:

Conference fee covered by ITAC: \$1000

Flight for CAO: \$800

Accommodations: March 8 - 11, ~ \$650

TMAC Meet Up: sponsored

Updates/Reports

- Membership Committee
 - Renewals
 - Re-qualification completed
 - Committee meeting support
 - Ongoing processing of new media and industry memberships
- Awards Committee
 - Ongoing support
 - Awards OPENed for submissions Jan 10 as planned
 - ongoing support to members/monitoring submission
 - Solicit/secured Judges
- PD Committee Support
 - Ongoing committee meetings
 - Call for workshops/sessions completed/shared
 - Support for Feb 9 PD, follow up survey/recording posted online
 - Outreach to potential speakers
- Sponsorship Committee
 - Ongoing support to team
 - Coordination of activation options
 - Ongoing updates to Sponsorship Package, meeting with secured sponsors for follow up
- Conference Committee
 - Ongoing Support
 - Ongoing work with local host for 2023
 - Finalized/launched/processing TMAC Conference - opened Feb 6 as planned
 - Multiple revisions to content for conference based on new information provided
 - Negotiating suppliers, travel options for conference
 - Delegate support throughout registration
- Governance Committee:
 - Strategic Plan support/.hostings
 - Follow up meeting for Strategic Plan
 - Ongoing communication with consultant

- Background info for board of directors election
- preparation/review of DRAFT MOU with ITAC for board
- Communications
 - Ongoing creation/distribution of newsletters
 - Curation of social channels
 - Updating of website to reflect new placement of VOLUNTEER section per strategic plan discussion
- Future Host
 - Negotiations have been conducted with our 2024 conference destination and host hotel, contracts in place. Dates; June 12 - 16.
 - Negotiations have been conducted with our 2025 conference destination and host hotel, contracts in progress. Dates June 4 - 7.
- Finance Committee
 - Working to close the books for 2022 and prepare for review and taxes
 - January month end financials in progress, significant with deferred memberships for December, January renewals and conference launch
 - RECOMMENDATION: Installment payment plan introduced during COVID be removed.
 - Payables completed