



Annual General Meeting
May 10, 2023
1:00pm – 2:00pm EDT
[VIA ZOOM](#) (You must register in advance to attend)

AGENDA

1.0 Call to Order

2.0 Approval of the Minutes: 2022 AGM, May 26 (Enclosed, Pg 1)

3.0 President's Report: Tracy Ford (Enclosed, Pg 4)

4.0 Financial Report: Grant Fraser

- 4.1 Treasurer's Report (Enclosed, Pg 6)
- 4.2 2022 Auditor's Review Engagement Report (Enclosed, Appendix Pg 23)
- 4.3 Appointment of Auditor for 2023 Review Engagement

5.0 National Committee & Chapter Reports (Enclosed, Pg 7-21)

- 5.1 Awards Committee Report: Tracy Ford
- 5.2 Communications Committee: Yashy Murphy
- 5.3 Conference Committee: Co-Chairs Pam Wamback & Guy Theriault
- 5.4 Future Host Committee: Jerry Grymek
- 5.5 Governance Committee: Judi Cohen
- 5.6 Human Resources Committee: Jerry Grymek
- 5.7 Membership Committee: Paul Knowles
- 5.8 PD National: Wendy Nordvik-Carr
- 5.9 Chapter Reports:
 - Atlantic: Co-Chairs Pat Lee & Ayngelina Brogan
 - BC & Yukon: Chair Wendy Nordvik-Carr
 - Ontario: Co-Chairs Rod Charles & Jerry Grymek
 - Prairies & NWT: Co-Chairs Noelle Aune & Jessica Harbcombe Fleming

6.0 Election of Board of Directors (Enclosed, Pg 22)

7.0 Looking ahead towards our 30th Anniversary

- 7.1 TMAC Strategic Plan

8.0 Q & A

9.0 Adjournment

2.0 Minutes of 2022 TMAC AGM: Thursday May 26, 2022

1.0 Call to Order -TF -1:03pm

2.0 Approval of the Minutes of the 2021 AGM, June 17 ([enclosed](#))

Motion: *Be it RESOLVED that the minutes of the AGM held on June 17, 2021, via Zoom and are hereby adopted and that a copy of these minutes be signed and placed in the minute book of the Corporation.*

Moved: JC, Seconded GT.

Motion carried.

3.0 Financial Report ([enclosed](#))

3.1 Treasurer's Report- GF

3.2 2021 Auditor's Review Engagement Report

Motion: *Be it RESOLVED that the 2021 Financial Statements and accompanying Review Engagement Report for the year ending December 31, 2021, undertaken by public accountant, Les Lucyk Professional Corporation, thereon be approved.*

Moved GF, Seconded DR

Motion carried.

3.3 Appointment of Auditor for 2022

Motion: *Be it RESOLVED that the Les Lucyk Professional Corporation be appointed public accountant for the Travel Media Association of Canada for the coming year.*

Moved GF, Seconded JG

Discussion: Hans Tammemagui queried GF on the current financial situation. GF provided information on the year end status, confirming TMAC is on sound footing.

Motion carried.

4.0 Election of Board of Directors

A call for nominations for the 4 Directors at Large vacancies was held and closed March 31, 2022. Given the number of nominations did not exceed vacancies, by acclamation, the following slate will constitute the **TMAC Board of Directors for 2022-23:**

President (second of two-year term): Tracy Ford

Vice President (second of two-year term): Paul Knowles

Directors at Large (continuing in second year of two-year term): Judi Cohen, Jerry Grymek, Yashy Murphy, Grant Fraser, Pamela Wamback

Directors at Large (elected to two-year term, 2022-2024), by acclamation:

Rod Charles, Media

Mark Stevens, Media

Wendy Nordvik-Carr, Media

Pierre Santoni, Industry (VIA Rail)

Motion: *Be it RESOLVED that the slate of Board of Directors for TMAC be accepted by acclamation for the positions and terms as indicated in compliance with our By-Laws.*

Moved JS, Seconded PK

Motion carried.

5.0 2021 Board & Committee Reports

All reports were received and highlighted: [viewable here](#)

6.0 Other Business

6.1 Looking Ahead: 2022 TMAC Plan & Updates, *We ARE Going Places! -TF President's Update TF:*

Armed with a sense of renewed enthusiasm and an appetite for travel, TMAC, through you our members, is positioned to support and continue to contribute to the recovery of not only the tourism industry, but the economy, within our communities, across Canada and beyond. Respectful and in compliance with current conditions and restrictions, we are going places and inspiring others to do the same, building confidence – through stories, your stories.

Operationally we are now 5 months into 2022, a new year, with new optimism and energy. I'd like to take the next few minutes to acknowledge the work we've accomplished, collaborations curated and efforts well underway.

- **Financially:** We are on solid financial footing, begin mindful and responsible, we will continue to explore and look to re-establish a GIC to support the fiscal future of the organization.
- **Membership Committee** will be looking at requalification and reports membership has been rebounding. Monthly we are welcoming new members, coast to coast to coast and beyond. While the Member Benefits program continues to be reviewed, in 2022 we introduced our new collaboration with TIAC and the introduction of our TIAC Associate membership. To date more than 30 media and industry members have taken advantage of this.
- **Awards Committee** has welcomed more than 340 submissions for the judged awards. Introducing a new judged category and two new Member Voted Awards, we now know who the top five (5) finalists are and on June 25 we'll know who the winners are as well.
- **Governance Committee** has achieved a number of milestones that, organizationally, will provide our board, volunteers and staff clearer direction with articulated expectations and deliverables, definitely a foundation from which to build on our success. You will find a new tab on our website titled Governance; I invite you to review and familiarize yourself.
- **Human Resources Committee** has had a busy year again, however, we have evolved and feel confident in our approach to move from a contracted CAO role, to a staffed position. The role will remain the same, providing TMAC with stability and confidence in retaining an employee. This process will unfold over the coming months as our current contract comes to an end in July.
- **Communications Committee** continues to expand and enhance its program. Fulfilling member communications, we also advocate for and raise awareness of you, our members, with a goal to grow recognition, reputation and demand for members. With no less than 2 newsletters per month, regular communications on our Facebook Group page in addition to our outward facing social media channels and website, we strive to ensure you are informed of the activities of TMAC and those affecting us.
- **Professional Development** continues to be a core benefit of TMAC. The Committee has been curating not only the monthly/quarterly offering, but the program included in the 2022 Conference as well. Our virtual program, offered complimentary and exclusively, to our membership, continues to rival those of any other organization within our industry.

- **2022 TMAC Conference** has been met with enthusiastic response, and is SOLD OUT. With more than 200 delegates, including presenters, it is one of the largest conference gatherings in our history. Taking place in Yarmouth, NS, the Conference Committee has been doing an exceptional job, as has our local host community. With a stellar line-up of events, experiences and of course the Media Marketplace which could see some 1752 appointments realized.

We are welcoming two new strategic and impactful partnerships this year as well. Welcoming Destination Canada and Tourism Industry Association of Canada has demonstrated the value TMAC as a national voice sharing stories and inspiring travel.

TF introduced Conference Co-chairs PW and GT.

- **Future Host Committee** is excited to be following up our 2022 conference with our 2023 Conference hosts Sudbury, Ontario! Their goal now is putting the finishing touches on the Bidding Document for 2024 and 2025 which is expected in the coming month.

Discussion: Paul Knowles acknowledged the excellent work by the Chair Tracy Ford along with the shared responsibility and support of the Board Members and Donna Hatt.

6.2 Q&A Period – No questions

7.0 Adjournment – TF -Meeting adjourned at 1:31pm

3.0 Presidents Report, Tracy Ford

In an [article](#) (page 28), shared by Paul Knowles, he wrote about what he learned while attending the Travel Industry Association of Canada's (TIAC) annual conference last November in Ottawa. He mentioned that while there are many positive signs, the industry is still struggling in many ways. He said, "The experts who spoke to us were clear – the travel industry still has a long way to go on the road to recovery." Paul shares some interesting stats and some future travel expectations, so I highly recommend that you read his article.

At the beginning of 2022 when we still experienced restrictions, travel stories were still extensively about how Covid changed travel. By the end of the year, stories were slowly shifting to pre-Covid content. Our media members continued to play a very important role in building confidence, and how safe it can be experienced – all while helping to facilitate business rejuvenation and community economic development for our industry members.

The best part of 2022 was the conference in Yarmouth, Nova Scotia! It was the first opportunity for our members to meet up in person, since 2019! This, paired with our incredible host destination, there will be so many wonderful memories. A big shout out to conference chairs, Pam Wamback and Guy Theriault, as well as committee members; Irene Knight, Lindsay Nieminen, Jerry Grymek, Yashy Murphy and of course, Donna, for their tireless efforts pulling together the most successful conference ever!

My heartfelt thanks goes to board members, Paul Knowles, Pam Wamback, Yashy Murphy, Grant Fraser, Jerry Grymek, Wendy Nordvik-Carr, Judi Cohen, Pierre Santoni, Mark Stevens and Rod Charles. They have gone above and beyond to keep our organization alive and supported me in my role as president. We banded together like family and I couldn't be prouder to be a part of this wonderful team.

I also want to recognize the efforts and contribution from our chapter chairs/boards as well as the many volunteer committee members. Volunteers are the backbone of our organization! Last but not least, I want to recognize Donna Hatt, our CAO. She has not only provided 24/7 support to all of our members, but she has become a dear friend to me. Isn't that what TMAC is all about – friendships!

Donna and Paul attended the 2022 TIAC Congress in November in Ottawa. TMAC played a significant role at the event, including moderating a panel and presenting the Canadian Travel Media Award, an award TMAC sponsored being named Presenting Partner. This will be a collaboration we will expand upon, further raising the profile and value of our travel media professionals. On that note, congratulations to all Canadian Tourism Award finalists, especially TMAC members, Heather Greenwood Davis, Leah Adams-Chute (who has since joined TMAC) and the WINNERS, Matthew and Karla Bailey, MUST DO CANADA. Also in attendance was Board Member Pierre Santoni and past board member, Jami Savage.

While in Ottawa, our TMAC National team kicked off their time in the city on November 21st hosting a TMAC National Meet Up. Presented in partnership with the Ontario Chapter, Ottawa tourism and Parks Canada, it was a huge success.

As president, I would be remiss if I did not provide comment on TMAC's finances. Our year-end 2022 financials are complete and I am proud to report an operating surplus of approximately \$82,070.00. Under the supervision and direction of our treasurer, Grant Fraser, together with the daily financial management input from Donna, TMAC operates within the confines of a budget designed to track revenue and expense items. TMAC is in sound financial shape and will remain so.

Looking ahead, membership growth and retention remains a key priority, as does providing value and benefit to all TMAC members. TMAC will always be a work-in-progress. As an organization it must aspire to do better, engage its members and strive to be the leader in the Canadian travel marketplace.

I look forward to seeing you in Sudbury, Ontario on June 14-18, 2023!

Tracy Ford
2023 TMAC National Board President

4.0 Treasurer's Report - Grant Fraser

4.1 Treasurer's Report

Treasurer & Committee Chairperson: Grant Fraser

Committee Members: Tracy Ford

The following report is based on the accountant-prepared Review Engagement Report provided by TMAC accountant, Les Lucyk, CPA (enclosed in the appendix).

For the year ending December 31, 2022, TMAC's total assets were \$184,064 vs. \$92,355 a year ago. This increase is primarily due to a higher cash balance in our current account (\$178,775 vs. \$71,509 Y/E 2021).

Total TMAC 2022 revenues were \$257,279 vs. \$120,910. The total revenue figure is comprised of membership dues (\$79,725 vs. \$59,206 in 2021), conference revenue (\$151,720 vs. \$42,135 in 2021), and awards/other revenue (\$25,834 vs. \$19,569).

Total expenses were \$175,728 vs. \$187,046 for the same period in 2021. Conference expenses of \$62,338 and TMAC administrative fees of \$66,732 account for the largest amount of operating expenditures followed by office/general fees of \$20,192.

Overall, total administrative expenses decreased by \$11,318 or 6.0 %. The largest contributors to this decrease were administrator fees (\$66,732 vs. \$82,051 in 2021) and professional fees (\$3,944 vs. \$32,507 in 2021).

Based on the financial statements provided, TMAC reported an operating surplus of \$82,070. This compares to an operating loss of (\$66,136) in 2021.

Since rebounding after two years of COVID-19, our 2023 fiscal outlook is positive. With the 2023 annual budget prepared and accepted by the Board of Directors in December of 2022, I am pleased to report that the budgeted revenues are meeting and exceeding expectations year to date.

At close of Q1, effective March 31/23, as a result of an enthusiastic registration response to our conference and successful sponsorship efforts, the national board is confident TMAC will meet its 2023 financial projections. Managed against expenses, assuming current conditions continue, we are anticipating a positive year-end position, with plans to refresh our operating reserve in the form of another risk-free, short-term GIC.

The auditors Review Engagement of our 2022 Financial Statement is available within the Appendix of this report.

5.0 National Committee & Chapter Reports

5.1 2021 AWARD COMMITTEE REPORT: Tracy Ford, Chairperson

Committee Members: Diane Selkirk, Rhonda Krause, Sabrina Pirillo, Erica Hargreave and Donna Hatt CAO

The TMAC Awards recognize the very best in travel writing, photography, and emerging media that our media members produce in three categories: written word, visual and written word + visual. These awards were presented on Saturday June 25, 2022 at the Awards Gala in Yarmouth, Nova Scotia.

The awards committee researches, organizes and pulls together the academy awards in the tourism and hospitality industries and their support and camaraderie is so valuable.

A special thank you to our judging panel who have poured over the thousands of words and images that are your work. It was such a pleasure to work with each of them and their professional contribution to the judging process was appreciated.

Visual Judges: Bruce Kemp, Mishell Raedeke and Erica Hargreave.

Written Word Judges: Magalie Boutin, Benoit Legault and Dick Snyder.

Prizing:

- First prize for each category: \$750
- Second prize for each category: \$300
- Third prize for each category: \$200
- Honourable Mentions for each category

Celebrating excellence across 16 categories from more than over 400 submissions, we recognized 71 winners and proudly presented the 2021 Award Recipients. Read the media release issued on July 7, 2022 at this [link](#). Below, we acknowledge the winners, their work and publishers.

WRITTEN AWARDS

Best Cultural and Historical Story | Sponsor: Tourism Louisiana

1st Place: Debbie Olsen - [Finding Real Treasure in the Yukon](#) , Ottawa Citizen | August 2021

2nd Place: Toby Saltzman - [Saxony: A Cultural Gem in East Germany Where the Cars of the Holocaust Are Never Forgotten](#) , Everything Zoomer | December 2021

3rd Place: Debbie Olsen - [Discover a Side of Indigenous Canada at Métis Crossing, Newly Expanding in 2022](#) , AFAR| December 2021

Honourable Mentions:

Diane Selkirk - [Bison In Canada Discover Ancient Petroglyphs](#)

Heather Greenwood Davis - [In Tulsa, 'incredible America story' of black resilience finally recognized](#)

Best Food and Drink Story | Sponsor: TMAC

1st Place: Mark Stevens - [Where to Find the World's Best Jerk](#) , Travel Life | December 2021

2nd Place: Carolyn Heller - [Feeding Fairy Creek](#) , Edible Vancouver Island | November 2021

3rd Place: Wing Sze Tang - [The Spirits of Scotland](#) , Toronto Star | December 2021

Honourable Mentions:

Jacqueline Swartz- [Mustard Museum in Madison Wisconsin](#)

Zack Metcalfe - [Pizza and Other Moral Quandaries](#)

Best Illustrated Story | Sponsor: Parks Canada

1st Place: Tamara Elliott - [10 incredible things to do during winter in Iceland](#), Globe Guide | December 2021

2nd Place: Arlene Karpan - [The Joys of Winter](#), Prairies North, the Magazine of Saskatchewan | November

2021

3rd Place: Maureen Littlejohn - [How a 5,000-km African Road Trip Forged a Father-Daughter Bond](#), Culture Magazine | June 2021

Honourable Mentions:

Gerry Feehan - [Exploring Gros Morne](#)

Judi Cohen - [Rideau Canal Houseboat Adventure in Canada with Le Boat — A Must Do Small Ship Cruise](#)

Best Nature or Environmental/Responsible Tourism Story | Sponsor: Destination BC

1st Place: Diane Selkirk - [Is Ecotourism Harming BC Bears](#), British Columbia Magazine | January 2022

2nd Place: Diane Selkirk - [Regenerative Travel: A Step Beyond "Do No Harm"](#), Verge Magazine | July 2021

3rd Place: Carol Patterson - [A Saskatchewan road trip in search of whooping cranes](#), Canadian Geographic Travel | October 2021

Honourable Mentions:

Jennifer Bain - [On a Desolate Yukon Island, a Story of Nature and Culture Unfolds](#)

Maureen Littlejohn - [Call of the Wild Horses on Sable Island](#)

Best Outdoor Adventure, Sport or Recreation Story | Sponsor: Tourism Belize

1st Place: Jayme Moyer - [Exploring the Origins of Skiing in China's Altai Mountains](#), Canadian Geographic Travel | January 2021

2nd Place: Jennifer Bain - [In Yellowknife, an Action-Packed Chase for the Northern Light](#), Vacay.ca | March 2021

3rd Place: Jessica Lockhart - [Wild New Zealand is perfect for tramping \(that's Kiwi for "hiking"\)](#), Toronto Star | March 2021

Honourable Mentions:

Jennifer Bain - [Hiking Through a Canadian National Park That Protects Farmland](#)

Jane Finn - [Challenge Golf - Empowering People Of All Abilities](#)

Best Spirit of Canada | Sponsor: Tourism Yukon

1st Place: Linda Barnard - [Indigenous Retreat](#), West of the City Magazine | November 2021

2nd Place: Sydney Loney - [Chasing Icebergs](#), Enroute magazine | June 2021

3rd Place: Liz Campbell - [Come from Away to Discover Newfoundland](#), East West News Service | July 2021

Honourable Mentions:

Heather Greenwood Davis - [In Canada, Caribbean Roots Run Deep](#)

Tamara Elliott - [10 reasons to love Calgary, Alberta](#)

Best Travel Blog Posts or Column | Sponsor: Le Quebec maritime

1st Place: Marie-Julie Gagnon - [Chronique Voyage](#), Avenues.ca | 2021

2nd Place: Adrian Brijbassi - [Travel Columns During the Pandemic](#), Vacay.ca | 2021

3rd Place: Claudia Laroye - [Claudia Travels](#), Claudiatravels.com | 2021

Honourable Mentions:

Lindsay Davies - [I've Been Bit! Travel Blog](#)

Arlene Karpan - [Photo Journeys](#)

VISUAL CATEGORIES

Best Emerging and Broadcast Media *NEW* | Sponsor: TMAC

1st Place: Heather Greenwood Davis - [Podcast: Tarmac Warriors \(Intro + Episode 1-3\)](#),

2nd Place: Carolyn Heller - [As Canadian As A Butter Tart: An American Foodie Dishes on Ontario's Butter Tart Trail](#)

3rd Place: William Tang - [Is Egypt Safe?](#)

Honourable Mentions:

Heather Greenwood Davis: [New Zealand Welcome](#)

Arienne Parzei - [Small Town Getaways in Ontario's Southwest \(ongoing series\)](#)

Best Landscape or Evocation of Place | Sponsor: Tourism Saskatchewan

1st Place: Sharon Matthews Stevens - [Heading South](#)

2nd Place: Kevin Wagar - [Sunset over the Atacama Desert](#)

3rd Place: Dave Slaght - [On The High Wire Banff National Park](#)

Honourable Mentions:

Robin Karpan - [Vermilion Lakes](#)

Gemma Taylor - [A foggy day on the West Coast Trail](#)

Best Nature Photo | Sponsor: Tourism Newfoundland & Labrador

1st Place: Arlene Karpan - [Red fox](#) (from [Photo Journeys](#))

2nd Place: Robin Karpan - [Ruby-throated hummingbird](#) (from [Photo Journeys](#))

3rd Place: Zack Metcalfe - [Humpback](#)

Honourable Mentions:

David Finn - [A Tiger-Heron finds his mark](#) (from [Planet Golf Review](#))

Robin Karpan - [Flying into the storm](#) (from [Photo Journeys](#))

Best People Photo | Sponsor: TMAC

1st Place: Leigh McAdam - [The governor in the storeroom at Port Royal National Historic Site](#) (from [Nova Scotia Road Trip](#))

2nd Place: Lindsay Nieminen - [Into the Marshes of Southern Iraq](#) (from [Highlights from Iraq – An adventurers journey](#))

3rd Place: Kevin Wagar - [Fun on the beaches of El Nido, Philippines](#) (from [Philippines with Kids](#))

Honourable Mentions:

Robin Karpan - [Trail Rider](#) (from [Saddle Up to Explore Banff's Backcountry](#))

Rhonda Krause - [Wild Rapids](#) (from [Things to do in Sundre Alberta](#))

MEMBER VOTED AWARDS

Ann Britton Campbell Memorial Award *NEW* | Sponsor: Campbell Family

1st Place: Kevin Wagar - [Fear of Water: Overcoming Travel Anxiety](#), Canadian Traveller.com | January 2021

Honourable Mentions:

Josephine Matyas - [Make it Eco-Friendly: An Unforgettable Multi-Generational Journey to Antigua](#)

Darcy Rhyno - [A Wilderness Canoe Trip to Kejimikujik National Park](#)

Chris Ryall - [For the Love of Travel and Family](#)

Nathan Fong Award *NEW* | Sponsor: TMAC BC & Yukon Chapter

1st Place: William Tang - [Richmond Night Market](#), Going Awesome Places, YouTube | 2019

2nd Place: Bianca Bujan - [California roll creator Chef Tojo celebrates 50 years in Canada with a must-try menu](#), Canadian Geographic Traveler | October 2021

3rd Place: Carolyn Heller - [When Vancouver's Chinese Community Protested for Barbecue](#), Seven Fifty Daily | January 2022

Honourable Mention:

Carolyn Heller - [Meet the New Generation of Canadian Winemakers with South Asian Roots](#)

People's Choice Photo of the Year | Sponsor: TMAC

1st Place: Lindsay Nieminen - [Teatime in Mesopotamia](#)

2nd Place: Yashy Murphy - [Jumping for Joy in Les Îles de la Madeleine](#)

3rd Place: Lauren Yakiwchuk - [The Jewel of the Rideau](#)

Honourable Mentions:

Robin Karpan - [Vermilion lakes](#)

Zack Metcalfe - [Humpback](#)

Volunteers of the Year Award | Sponsor: TMAC

Jamie Savage, Adventure Awaits

Rod Charles, Vacay.ca

Industry Member of the Year | Sponsor: TMAC

Pam Wamback, Tourism Nova Scotia

5.2 COMMUNICATIONS COMMITTEE: Yashy Murphy, Chairperson

Committee Members: Tracy Ford, Liz Fleming, Dominic Terry and Donna Hatt, CAO

This committee's purpose is to elevate TMAC's brand image, create public relations activities and increase internal and external engagement as a way to share information among current TMAC members and to connect with Canadian travel industry professionals. The committee continues to oversee all communication pieces and ensure that all items follow the brand guidelines and strategy plan that was created in 2021 ([View and access Brand Guidelines and Logos here](#)).

With the assistance of the CAO the committee has published newsletters and social media content to help streamline internal and external communications. In addition, the committee has assisted in raising awareness for the various pop up in-person events and the new partnerships TMAC has formed with other travel partners.

Outreach and brand awareness has been a goal as well. In November, we hosted a TMAC National Meet Up in Ottawa for nearly 30 members and guests. This was made possible with the support of our sponsors and was very well received.

TMAC also played a more prominent role within the Tourism Industry Association of Canada Congress in Ottawa. Through our CAO, we curated and hosted a panel discussion at the Congress, and sponsored the 2022 Canadian Travel Media Award. The Awards Gala welcomed the three finalists, two of whom were TMAC members, and the winners being TMAC Members.

Hosting TMAC's conference generates significant communication activities as well. We would be remiss if we did not acknowledge the return of our in-person conference and its impact. In addition to the amplification of the destination within delegate communication channels during the Pre and Post media tours and the conference itself, there has been significant impact for the destination. While TMAC does not have media monitoring capacity, in the case of our 2023 TMAC Conference & Media Marketplace, hosted in Yarmouth & Acadian Shores and southwest Nova Scotia, Tourism Nova Scotia extended their monitoring service and reports to us. Tracking print and digital articles only based on media delegates in attendance, the following results were reported:

- Value of Print and Digital articles (to March 23/23): \$620,000.00
- Coverage: Canada 69.4%, United States 30.6%
- Total Mentions: 52
- Impressions: 18.3 million

5.3 2022 CONFERENCE REPORT: Co-Chairs Pam Wamback & Guy Theriault

Committee Members: Sponsorship Committee Chair, Communications Committee Chair, Awards Committee Chair, PD Committee Chair, and Donna Hatt CAO

Following a competitive bid process, Yarmouth and Acadian Shores Tourism Association was chosen to host the Travel Media Association of Canada's Annual Conference and Media Marketplace in 2022. National media and industry representatives were in Yarmouth June 22-26, 2022 for the conference with most of its activities taking place at the Rodd Grand Hotel Yarmouth. The conference had a total attendance of 203 delegates, with 84 media and 85 industry in attendance along with 34 additional guests and presenters.

As part of the conference, pre and post press trips for qualified TMAC media members took place June 19-22 and June 26-29, 2022.

The 2022 Conference and Media Marketplace was Co-chaired by TMAC Board Members Guy Theriault (Parks Canada) and Pam Wamback (Tourism Nova Scotia) and was hosted by the Yarmouth and Acadian Shores Tourism Association (YASTA), led by TMAC member Neil MacKenzie and their partnerships throughout Southwest Nova Scotia.

The 2022 conference highlights included:

- 16 pre and post media tours throughout Southwest Nova Scotia
- Over 1,700 Media Marketplace appointments over 2 mornings
- 5 hosted events:
 - o Welcome Reception onboard The CAT Ferry
 - o Yarmouth Waterfront LobsterBash
 - o Taste of Nova Scotia Picnic in the Park
 - o Dine Around at Digby Pines Golf Resort & Spa
 - o Gala Dinner and Awards Night at the Rodd Grand Hotel Yarmouth
- 17 local tour experiences for all delegates
- 6 Professional Development and Keynote sessions
- Ground transportation provided between Halifax International Airport and Yarmouth
- 84 local host partnerships within Southwest Nova Scotia
- Strategic partnership with Destination Canada
- Private access for TMAC delegates to tour the iconic *Bluenose II*



Overall, the conference was deemed a huge success! Feedback from delegates mentioned:

- Satisfaction with it being located in an outside-the-box destination (non-urban centre)
- The diversity of experiences offered to delegates
- The small community make it feel more "family-like"
- The community warmly embraced delegates

Hosting the 2022 TMAC Conference & Media Marketplace was a tremendous opportunity that showcased what makes Southwest Nova Scotia a compelling destination:

- Delegates: 203 total
 - o 84 Media
 - o 72 Primary Industry delegates (Media Marketplace)
 - o 13 Secondary Industry delegates
 - o 34 guests/presenters/additional delegates
- Impact to YASTA:

- o +800% social media activity (+1.6M impressions)
- o +80% Instagram reach (+8.8K users)
- Others:
 - o #TMACYAS: +1,500 posts
 - o 525 room nights at Rodd Grand Hotel
 - o The registration process reached sold out status well in advance of the registration deadline but through a wait-list process, we were able to accommodate additional delegates to ensure we maintained our target numbers.

While the conference event took place largely in the town of Yarmouth, there were several opportunities to showcase additional parts of the region to the delegates.

Pre/Post Press Trips: YASTA coordinated 16 small and intimate press trips to showcase communities in Southwest Nova Scotia, in particular Shelburne, Yarmouth and Digby Counties. Pre trips took place June 19-22, beginning in Halifax and ending in Yarmouth while the post trips took place June 26-29, departing from Yarmouth and concluding in Halifax.

#1 - Yarmouth Sights & Sounds: Media took a deeper dive into all that Yarmouth has to offer, discovering incredible architecture, exploring connections to the fishing industry, learning about the dark sky preserve, climbing Cape Forchu Lighthouse and more.

#2 - Lighthouses & Landscapes: Designed with the professional photographer in mind, this trip was escorted by local photography expert Carla Allen who shared insights on how to capture that magical shot. Lighthouses on the itinerary included Gilbert's Cove, Cape Sainte Marie, Cape Sable, Sandy Point and Cape Forchu to name a few.

#3 - Loyalists, Lobsters & Lumberjacks: Media explored attractions around Shelburne County such as pristine white sand beaches of Cape Sable Island, historic Dock Street, the Shelburne Museum Complex and the Black Loyalist Heritage Centre, learned how to become a lumberjack and explored Barrington, the Lobster Capital of Canada.



#4 - Southwest Cultural Connections: Media on this press trip explored the uniqueness of several communities to learn more about our people and their history and see how their vibrant cultures influence the entire region. Highlights included Shelburne's Historic Waterfront, the Black Loyalist Heritage Centre, Cape Sable Island, Dennis Point, Le Village Historique Acadien de la Nouvelle Écosse and a tour of the historic Tusket Islands.

#5 - Flavours of Southwest Nova Scotia: Media guests learned how to shuck a scallop and then tasted the various ways they are served throughout the region. They learned about "rappie pie" and experienced Acadian cuisine throughout the Clare region; and finally they learned about the importance of the lobster fishery to Southwest Nova Scotia and all the delectable ways to enjoy our favourite crustacean.

#6 - Acadian Immersion: This bilingual press trip explored our Acadian roots and culture in depth from the history of the Clare region to learning about Acadian history at Le Village Historique Acadien de la Nouvelle Écosse.

#7 - Parks Canada Campout: This press trip took media guests on a natural and historical journey exploring some of the most historic spots in Canada - Grand Pré National Historic Site, Port-Royal National Historic

Site and Fort Anne National Historic Site – before spending 2 full days and nights in a private o’Tentiks at Kejimikujik National Park and National Historic Site.

#8A - Golf, Greenery & Scenery (Pre Press Trip Only): Media played full rounds of golf at The Digby Pines Golf Course, Clare Golf & Country Club and West Pubnico Golf & Country Club.

#8B - Starlight Culinary Adventure at Trout Point Lodge (Post Press Trip Only): Media guests indulged in a wilderness escape at Trout Point Lodge, Canada’s only member of Small Luxury Hotels of the World and also the world’s first certified Starlight Hotel by the UNESCO partner Starlight Foundation.

Local Tours: On Thursday June 23, the schedule included an offering of 17 unique half-day tours in and around various parts of Southwest Nova Scotia:

1. Yarmouth Walking Tour
2. Brewery Tour
3. Climb Cape Forchu Lighthouse
4. Experience Mi'kma'ki: Acadia First Nation
5. Instagramable Yarmouth Photography Tour
6. Fisheries & Oceans Walking Tour
7. Gourmet Lobster Class with Laura Muise
8. Tusk Island Tour
9. Haddock Fishing Experience
10. Historic Shelburne Tour
11. Barrington, Lobster Capital of Canada
12. WildAXE Lumberjack Experience
13. Stand Up Paddle Boarding on the Tusk River
14. Daily Dose of Iron at the Yarmouth Links Golf & Country Club
15. Acadian Walking Tour
16. Digging for Clams on Baie Sainte Marie
17. Trio of Food Flavours Workshop with The Kilted Chef



Evening Events:

Wednesday, June 22, 2022 - Welcome Reception onboard The CAT: Delegates had a chance to tour the ship, enjoy some local bites and libations, catch up with colleagues and meet new friends.

Thursday, June 23, 2022 - Yarmouth Waterfront LobsterBash: Delegates dined on the best quality, most delicious and the freshest lobster in the world caught from local waters. Special guests educated them on the lobster fishing industry, lobster cooking techniques and lobster shucking.

Friday June 24, 2022 - Dine Around Southwest Nova Scotia at the Digby Pines Golf Resort & Spa: Delegates were treated to an evening of culinary delights, celebrating the many food and beverage producers operating in the region.



Saturday, June 25, 2022 - TMAC Awards Dinner Gala at the Rodd Grand Hotel Yarmouth - "Where the stars align" was the theme for the night when the delegates gathered to recognize the amazing accomplishments of TMAC members, celebrating the work of TMAC members within the eleven (11) judged Awards and five (5) Member Voted Awards.

Testimonials:

"First of all, thank you so, so much for such an AMAZING TMAC Conference! Wow! I have been to many conferences over the years - in Canada, the USA and internationally, and I have to say that this was my favourite conference yet. It was so well organized, my post trip was fantastic, and TMACers are just the greatest bunch of people. So, thank you for all of the hard work you put into making this one so amazing."

"I can't wait to return to Nova Scotia! The hospitality, food and the kindness of locals were beyond all expectations."

"An A+++ conference"

"I can't thank you enough for all of your hard work and dedication you put forth into this conference. It was the perfect way to bring everyone together after a two year hiatus and it was spectacular!"

"I can't even put into words how much it meant to me to be back out discovering new places, and to spend such a joyous week with friends old and new. Thanks, TMAC, for making this happen."

"It was truly grand from start to finish. Thank you TMAC."

"Massive kudos from me as a first conference attendee."

*"First of all, *standing ovation* for all of the work you and your team did to make the TMAC Conference happen. For my part, from Janette's excellent airport pick up and driving us to Halifax just in the nick of time for the Muir to another driving story where Pam gave us a lift after Lobster Bash and my jaws dropped over the lobster handbag, I was just in awe the whole time!"*

Results:

50+ published stories and hundreds of social media posts ... reach as of March 31, 2023, was over 18.3M with an estimated advertising value of over \$620K.

5.4 FUTURE HOST COMMITTEE: Jerry Grymek, Chairperson

Evaluation Committee: Jerry Grymek, Yashy Murphy, Pam Wamback, and Donna Hatt CAO

A committee was established following the 2019 Conference with the purpose of assisting potential conference hosts while streamlining the bidding process and assessing new opportunities. Former conference destination hosts are included in the process which will include feedback on what improvements could be made.

2022 was a return to a physical conference after the pandemic and TMAC's first virtual Conference in early June 2021. The 2022 conference in Yarmouth Nova Scotia was sold out and a success.

As announced during the 2022 Conference, we have already secured Sudbury as the 2023 conference host for June 14-18.

An RFP was issued in September of 2022 inviting bids to host the 2024 Conference. Submissions were received and evaluated by an evaluation committee from the National Board of Directors. We are excited to



announce big Conference news in 2023 – ready to announce our 2024 host for our 30th anniversary at our Conference on June 17, 2023. And our 2025 host will be announced at our 2024 Conference.

It is uplifting to see additional Conference host interest from our members. Thank you to past, present and future AGM hosts who continue to support TMAC!

5.5 GOVERNANCE COMMITTEE: Judi Cohen, Chairperson

Committee Members: Tracy Ford, Paul Knowles with support from Donna Hatt

2022 saw the finalization of the Directors Suitcase and its roll out with the board of Directors 2022-23. Much of 2022 was dedicated to fulfilling the mandate to undertake a Strategic Plan for TMAC. Developing a Request for Proposals, and reviewing those submitted we secured Eva Gutshche of STEM Consulting. An insightful survey was undertaken collecting feedback from our TMAC board of Directors, National Committee Members along with Chapter Boards of Directors. The balance of the year was spent shaping the framework for the January 2023 Board Strategic Plan Retreat. The results of this work will be introduced at our AGM and rolled out at the 2023 TMAC Conference.

The Governance documents have not been changed in 2022, however a full review is planned for 2023.

5.6 HUMAN RESOURCES COMMITTEE: Jerry Grymek, Chairperson

Committee Members: Jerry Grymek, Tracy Ford, Darcy Rhyno (until mid-year)

The HRC has had a very busy 2022. At the beginning of the year we helped interview and secure a Social Media Coordinator position to support the CAO. While the position was a short-term test, we decided to keep it internal for the time being.

The HRC, with the direction of the Board of Directors, transitioned from a contracted position for the role of CAPO to an employee position. As part of the process, we implemented an open call for applications for the Chief Administrative Officer position. After a series of interviews, it was decided to offer the position to the individual contracted person in the role of CAO. Effective August 1, 2022, TMAC engaged Donna Hatt as an employee of TMAC.

As predetermined, at 3 months, a Performance Review was undertaken of our CAO with feedback from the Board in order to ensure that any concerns and compliments were being shared. The review was positive and will be now undertaken annually.

We continue to strive to be impartial to continue leading TMAC into the future with mutual understanding and transparency.

5.7 MEMBERSHIP COMMITTEE: Paul Knowles, Chairperson

Committee members: Tania Kedikian, Maureen Littlejohn, Grant Fraser, Pierre Santoni, Craig Silva, Richard Piotrowski, Donna Hatt CAO

2022 was a very exciting and active year for the Membership committee. After the “pandemic pause”, TMAC moved back into full gear, with the conference, PD sessions and networking sessions. With this many opportunities for travel communications and industry members, TMAC attracted many new members.

2022 Membership:

At the conclusion of 2022, TMAC had:

Media members: 188

Industry, including Secondary: 173

Total: 361, 13% higher than goal for 2022

*Note: Goal for 2022 was 322 members, in 2021 we had 296 members.

Because the Yarmouth and Acadian Shores conference was the first in-person conference in three years, there were many first-time attendees. The media committee developed a buddy system, matching first-timers with veterans, and also had a welcome session for first-timers at the start of the conference. This program was so popular it will be repeated for the 2023 conference.

The biggest challenge for our committee in the past year arose because we have not had media membership requalification during the pandemic. All media members except those who had joined in 2021 and 2022 were required to requalify, using modified qualification points to account for potential Covid downtime.

Based on feedback and insights, a comprehensive review of the points table was undertaken resulting in a revised version being used effective November 2022. This included the creation of a new membership category, Co-Creator Media Membership.

Some 140 Media Members applied for re-qualification for 2023 and were vetted by the media members of the Membership Committee, with assistance from a few other TMAC volunteers. Thanks to all for the many hours of work, and to Donna Hatt, who guided us through the entire process.

In 2022 we also introduced a new membership benefit with the signing of an MOU with the Tourism Industry Association of Canada. In our effort to ensure members have insight and access to the tourism industry nationally, the TIAC Associate Membership at \$25 was offered to TMAC Members. 31 members registered, curating a direct line of communication and information flow to our members.

And thanks to all members who recognized the value of TMAC membership, and requalified. As noted above, our numbers are strong!

5.8 PD NATIONAL: Wendy Nordvik-Carr, Chairperson

Committee Members: Irene Knight, Industry Vice-Chair, Lindsay Nieminen, Media Vice-Chair, Kristy Hoddinott (Oct '22), Oksana St John (Sept '22), Robin Karpan (Sept '22), Liz Campbell (Until Sept '22), Tania Kedikian (July -Oct '22), Donna Hatt CAO.

We have a strong, dedicated team of PD committee members, who bring a wealth of expertise in all areas of travel media. Thanks to their tireless efforts, we provide our TMAC members, both industry and media, with timely, informative seminars, panels and workshops throughout the year to enhance their skills and knowledge.

Through surveys, member needs and interests are carefully assessed and addressed by the committee to respond to the ever-changing landscape of the travel industry across Canada.

The PD Committee is also responsible for planning the PD sessions at the annual conference.

2022 PD SESSIONS

The PD Committee presented nine professional development sessions in 2022, including our new Chat Room Series introduced by our new committee member, Robin Karpan. All were held virtually, except the three in-person PD sessions at the conference.

1. February - What's Up with Pinterest in 2022? (media/industry) Presenters TMAC Member Lindsay Davies and Natalie Discala.
2. April - Writing About Architecture (media/industry) with New Brunswick Architect John Leroux
3. May - Video Skills and Strategies 101 - Getting ready for success - Bri Mitchell, @travelingmitch

June - National Conference held in Yarmouth, Nova Scotia

4. Video Skills - Bri Mitchell @travelingmitch
5. Future of Travel Media Relations: Regenerative Tourism (DC Sponsored: Skift, Afar, DC)
6. Winning SEO Strategies for 2022
7. Editors Panel
8. September - Latest Travel Influencer Marketing Insights with Tim Morgan
9. November - Taxes presented by Revenue Canada
10. December - First NEW PD SERIES: TMAC Member led Chat Rooms. Topic - Publishing Travel Books - hosted by Robin Karpan.

We will strive to continue on the path of excellence for 2023 to make sure our TMAC members are provided with the tools for success to remain in a position of prominence in travel.

4.9 CHAPTER REPORTS:

Atlantic: Co-Chairs Pat Lee & Ayngelina Brogan ([see full Chapter board](#))

It was an exciting year for the Atlantic Chapter with the June conference being held in Southwest Nova Scotia, which also led to an influx of new industry and media members, including several from Quebec.

We held our AGM at the conference and it was probably the largest chapter meeting on record!

With tourism truly open for the first time since March 2020, our members were busier than ever traveling regionally and around the globe.

We had a weekend chapter event at the Digby Pines before Christmas to highlight the resort's new seasonal opening and members in early 2023 are traveling to Western Newfoundland at the region's invitation to highlight winter activities on that snowy coast.

BC & Yukon: Chair Wendy Nordvik-Carr ([See full Chapter Board](#))

The TMAC BC & Yukon Chapter continued to face the challenges of the world during another year of diminishing COVID restrictions as we make our way back to a new normal.

Chapter Meetings

The Chapter continued to hold monthly Zoom board meetings on the first Tuesday of every month. Thank you to Bianca Bujan for diligently recording the minutes.

And thank you to all the BC & Yukon Chapter board members for their volunteer efforts and continued support to make our chapter resilient and strong: Vice-Chair: Sandra Thomas, Secretary: Bianca Bujan, Directors-at-Large: Sabrina Robson, John Geary, Lindsay Nieminen, Erica Hargreave, Tania Sear, Ursula Maxwell-Lewis, Lucas Aykroyd, Events Committee co-chairs Sonya Hwang, Shawna Gardham and (Linda Barnard first 6 months).

Financial Report

We remained in good financial shape, with little expenditures.

- We purchased a full Zoom meeting account in September at a discounted rate over 2021 to host our monthly PD sessions, Minglers and meetings
- We have committed again this year to sponsoring the annual Nathan Fong Award. Moving forward, we are looking for sponsors of this award.
- We purchased a new roll-up banner sign in 2022 to display at in-person events.

TMAC BC & Yukon CHAPTER AGM Treasurer's Report 2022

Prepared by treasurer - Lindsay Nieminen - March 01, 2023

The chapter's finances for 2022 remained stable overall and it was a successful year.

The chapter's opening balance on January 1, 2022 was \$5,690.57, with a balance of \$4,749.72 on December 31, 2022. This funding was primarily used to cover:

- Administrative expenses paid for a one year ZOOM account for BC Chapter of \$168.76 paid by cheque #236 to Wendy Nordvik-Carr. Request to purchase a full Zoom account came from the Events Committee to enable the Chapter to hold events longer than 40 minutes.
- A new banner for events from FastSigns was approved and ordered by Sandra Thomas. Wendy Nordvik-Carr personally paid for it and was reimbursed in the amount of \$337.60 paid by cheque #235.
- The Nathan Fong Award \$375.00 winners June 2022, paid by cheque #234 to TMAC CANADA
- Other expenses incurred through the year include bank fees of \$59.40.

TMAC National provided our chapter with a total of \$1,650.00 in membership funding and was deposited in January 31, 2023.

All bank statements and financial reports are uploaded into the TMAC BC & Yukon Dropbox account.

Budget for 2022/23

- Bank Fees \$59.40
 - Zoom Account Fees \$200
 - Nathan Fong Award \$500
 - Mingler Events \$500
 - PD Day/Weekend \$3,000 - \$4,000 (we know this number is low)
- Total \$4259.40 - \$5,259.40

Adding our allocated funding of \$1625 = leaves us with \$1129.00 which goes towards funding allocated for 2023 that will already severely restrict events and activities for the chapter moving forward.

TMAC BC & Yukon 2022 Award Categories – [View full descriptions and criteria here](#)

1) Nathan Fong Award

This new annual award in memory of Nathan Fong is to raise awareness and highlight the many contributions Canadians of Asian descent have made in Canada. This story 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. All forms of media storytelling are welcome in this category from written word to podcasts, video, immersive and interactive media - 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.

2) Ann Britton Campbell Award

This annual memorial award is sponsored by Kent Campbell and Family in memory of Ann Britton Campbell to celebrate the many ways that travel can deepen the bonds between family members and provide lasting memories. This feature story could be about anything from the lessons learned on a family's first hiking trip, to a multigenerational sailing journey to an adventure in a new country. If your story combines family, in its many forms, and travel—this is the place for it.

Events Committee

Thanks to the tireless efforts of co-chairs Sonya Hwang and Shawna Gardham and Linda Barnard the BC & Yukon Chapter put together several events for 2022.

The Event Committee continued to host virtual events with the unchanging goal of offering practical and tangible support, as well as fun and joy to our membership during a continued time of uncertainty.

With the constant changes with travel restrictions (media traveling at times) and 'virtual event fatigue', participation was, at times, lower than the previous year but our Event Committee began sharing the recorded event so members could view when they had time which was valuable to our tourism partners hosting events and to media partners.

Events hosted from January - December 2022:

January 2022 - Gathertown Virtual Holiday Party Mingler

February 2022 - Virtual Mingler-Dr. Sun Yat-Sen Classical Chinese Garden

March 2022 - TMAC BC/Yukon Pro D - Editors Panel & Update from Destination BC

November 2022 Postponed Opus holiday our first in-person gathering due to snowstorm

Moving forward, our Event Committee would like to continue offering online programs to allow connection to members across the province and when appropriate host in-person events. We continue to look for sponsors to host our events.

National PD Committee

Two BC & Yukon Chapter members sit on the National PD Committee. Lindsay Nieminen is co-chair of the committee and Wendy Nordvik-Carr is Chair of the committee. Wendy Nordvik-Carr also sits as a board of directors for TMAC National.

TMAC National Conference

Many members from our chapter attended the TMAC National Conference in Yarmouth, Nova Scotia in June, 2022.

Facebook:

We continue to monitor and audit our Facebook page to ensure only current TMAC members have access.

Chapter Newsletter

We send out a Chapter newsletter to the BC & Yukon members at Christmas with a festive greeting and update from the Chapter. We also asked members for any sponsorship opportunities to host our events.

Ontario: Co-Chairs Rod Charles & Jerry Grymek ([See full Chapter Board](#))

As the pandemic slowly moves into the history books we are happy to see wonderful things happening in Ontario. We are finally beginning to celebrate in-person Munch and Mingles (M&M's). It was a pleasure to see everyone in the flesh again last year at Chelsea Hotel in Toronto for our first holiday in-person event (thanks Tracy!) and we are looking forward to following that up with awesome M&M's going into 2023.

While we are happy to see in-person events return we are not turning our backs on virtual M&M's. They were such a success bringing TMAC members together not only from Ontario but across the country. So while we are happy to return to in-person get-togethers, we are equally happy to say that the tradition of virtual M&M's will continue for the Ontario chapter.

We also want to report that our board said goodbye to Liz Campbell last year, but picked up two new members in Jay Kana and Craig Silva. Thank you for all your support Liz!

In other news:

- Our Cash for Clips program continues: Visitors to our M&M's can receive a bonus to write stories about our M&M and road trip hosts.
- Our Professional Development Support Fund is available to members to help you with a course of your choice (as long as it is related to the travel industry) up to \$100.
- Our first \$1,000 pledge of a five-year \$5,000 grant to Toronto Metropolitan University journalism grant was handed out. This pledge was our response to the George Floyd murder and acts of hate around the world. The 2022 winner was Kuwarjeet Arora.

I want to acknowledge the National Board for their hard work as well. We look forward to seeing all of you in Sudbury for the 2023 Conference!

Prairies & NWT: Co-Chairs Noelle Aune & Jessica Harbcombe Fleming

The Prairies NWT, co-chaired by Noelle Aune and Jess Harcombe Fleming, organized the following official events. The Board also extended invitations to TMAC members and guests to the Fairmont Palliser's Topsy Parrot Rum Shack and their Annual Stampede Breakfast, the grand opening of the Calgary Farmer's Market West, and to a number of Telus Spark media events.

They also had a well-attended chapter meeting at the National conference in Dartmouth in June. Board calls are held monthly, and they are planning a combination of in real life and virtual events to engage the geographically spread-out chapter in the future.

2022-23 TMAC Prairies & NWT Chapter Events



Feb. 03, 2022 - Snowshoe hike in the Foothills.



April 05, 2022 - Mix & Mingle at Fairmont Palliser's new Topsy Parrot Rum Shack.



Aug. 08, 2022 - TMAC AB & NWT Mix 'n Mingle. Pizza, Prosecco, and Programming at Tomkins Park



Sept. 29, 2022 - September is the perfect time for a hike to look for Larches with Leigh -- That's why we've chosen Arethusa Cirque Route, one of the best Larch hikes in Alberta.



Dec. 01, 2022 - Fa-la-la FUN! our Pre-Christmas Mixer at Heritage Park sponsored by South Canadian Rockies.

6.0 Election of Board of Directors

Overseen by Judi Cohen, Governance Chairperson, a call for nominations for the positions of 1 Vice President, and 5 Directors at Large was issued on Feb 27th, with nominations closing on March 24th.

The **Call for Nominations** resulted in the following standing for election:

- **Position: Vice President, one position available (2 year term)**
One nominee for consideration was received.
By acclamation, this position will be filled by:
Jerry Grymek (Industry), Ontario

- **Positions: Directors at Large, five (5) positions, 11 nominations received as follows:**
Craig Silva (Media), Ontario
Diane Selkirk (Media), British Columbia
Grant Fraser (Media), Ontario
Judi Cohen (Media), Ontario
Kathrine Christensen (Industry), Ontario
Katie Conklin (Industry), Nova Scotia
Lindsay Nieminen (Media), British Columbia
Noelle Aune (Industry), Alberta
Sandra Thomas (Media), British Columbia
Tania Kedikian (Industry), Ontario
Yashy Murphy (Media), Ontario

Election of Directors at Large:

Given the 11 nominees and five positions available, the slate of nominees were presented and voting was conducted electronically. Primary members in good standing were invited to cast their votes via Survey Monkey between March 29 at 12pm Eastern - April 5, 12pm Eastern..

A total of 142 eligible and valid members cast their vote for up to five (5) of the nominees.

The tabulated results, audited by three independent reviewers, renders the following slate as the **2023-2024 TMAC Board of Directors:**

President: Paul Knowles (Media), Ontario: 2023-25 term

Vice President: Jerry Grymek, (Industry), Ontario: 2023-2025 term (subsequently President 2025-2027)

2023-24 Second year of their two (2) year term, are the following Directors-at-Large Board Members:

Mark Stevens (Media), Ontario

Pierre Santoni (Industry), Ontario

Rod Charles (Media), Ontario

Wendy Nordvik-Carr (Media), British Columbia

2023-25 ELECTED First year of their two (2) year term, are the following Directors at Large Board members:

Craig Silva (Media), Ontario

Diane Selkirk (Media), British Columbia

Katie Conklin (Industry), Nova Scotia

Tania Kedikian (Industry), Ontario

Yashy Murphy (Media), Ontario

APPENDIX: Auditors Review Engagement Report

THE TRAVEL MEDIA ASSOCIATION OF CANADA

Financial Statements

Year Ended December 31, 2022

(Unaudited)

THE TRAVEL MEDIA ASSOCIATION OF CANADA

Index to Financial Statements

Year Ended December 31, 2022

(Unaudited)

	Page
INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT	1 - 2
FINANCIAL STATEMENTS	
Statement of Financial Position	3
Statement of Operations	4
Statement of Changes in Net Assets	5
Statement of Cash Flows	6
Notes to Financial Statements	7 - 8

Les Lucyk Professional Corporation

Licensed Public Accountant

Chartered Professional Accountant, Chartered Accountant



Member of the Institute of
Chartered Professional Accountants of Ontario

INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT

To the Members of Travel Media Association of Canada

I have reviewed the accompanying financial statements of Travel Media Association of Canada that comprise the balance sheet as at December 31, 2022, and the statements of income, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for non-profit enterprises, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility

My responsibility is to express a conclusion on the accompanying financial statements based on my review. I conducted my review in accordance with Canadian generally accepted standards for review engagements, which require me to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. I perform procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluate my evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, I do not express an audit opinion on these financial statements.

1

Conclusion

Based on my review, nothing has come to my attention that causes me to believe that the financial statements do not present fairly, in all material respects, the financial position of Travel Media Association of Canada as at December 31, 2022, and its statement of operations, changes in net assets and statement of cash flows for the year then ended in accordance with Canadian accounting standards for non-profit organizations.

A handwritten signature in blue ink that reads "Les Lucyk Professional Corporation". The signature is stylized with large, flowing loops.

Les Lucyk Professional Corporation,

Authorized to practice public accounting by the Institute of Chartered Professional Accountants of Ontario

March 29, 2023

THE TRAVEL MEDIA ASSOCIATION OF CANADA

Statement of Financial Position

December 31, 2022

(Unaudited)

	2022	2021
ASSETS		
CURRENT		
Cash	\$ 178,775	\$ 71,509
Accounts receivable	-	11,800
Prepaid expenses	5,289	1,483
HST receivable	-	7,563
TOTAL ASSETS	\$ 184,064	\$ 92,355
LIABILITIES		
CURRENT		
Accounts payable	\$ 11,876	\$ 11,253
Harmonized sales tax payable	10,818	-
Employee deductions payable	3,109	-
Deferred income	33,949	38,860
TOTAL LIABILITIES	59,752	50,113
NET ASSETS	124,312	42,242
ACCUMULATED SURPLUS		
Accumulated operations surplus	123,793	42,242
Media & awards funding surplus	519	-
TOTAL ACCUMULATED SURPLUS	\$ 124,312	\$ 42,242

ON BEHALF OF THE BOARD

_____ Director

_____ Director

See notes to unaudited financial statements

THE TRAVEL MEDIA ASSOCIATION OF CANADA

Statement of Operations

Year Ended December 31, 2022

(Unaudited)

	2022	2021
REVENUES		
Conference revenue	\$ 151,720	\$ 42,135
Membership dues	79,725	59,206
Awards and other revenue	25,834	19,569
	<u>257,279</u>	<u>120,910</u>
EXPENDITURES		
Administrator fees	66,732	82,051
Conference expense	62,338	41,999
Website maintenance, media communications	4,458	5,599
Office and general	20,192	12,427
Professional fees	3,944	32,507
Provincial Chapter Funding	6,475	2,463
Honorariums <i>(Note 3)</i>	10,000	10,000
Salaries and wages	1,589	-
	<u>175,728</u>	<u>187,046</u>
(SHORTFALL)EXCESS OF REVENUES OVER EXPENDITURES BEFORE TRAVEL AND AWARDS SUBSIDIES	<u>81,551</u>	<u>(66,136)</u>
TRAVEL AND AWARDS SUBSIDIES		
Travel and awards subsidies collected	20,950	-
Travel and awards subsidies expended	<u>(20,431)</u>	<u>-</u>
EXCESS OF SUBSIDIES COLLECTED OVER SUBSIDIES EXPENDED	<u>519</u>	<u>-</u>
TOTAL SURPLUS OF REVENUES OVER EXPENDITURES	<u>\$ 82,070</u>	<u>\$ (66,136)</u>

See notes to unaudited financial statements

TRAVEL MEDIA ASSOCIATION OF CANADA

STATEMENT OF CHANGES IN NET ASSETS
(Unaudited)

FOR THE YEAR ENDED DECEMBER 31, 2022

	Accumulated Operations	Media & Awards Funding	2022 Total	2021 Total
	\$	\$	\$	\$
OPENING BALANCE	23,099	19,143	42,242	108,378
Current year (shortfall)excess	<u>81,551</u>		<u>81,551</u>	<u>(66,136)</u>
Accumulated surplus	<u>104,650</u>		<u>123,793</u>	<u>42,242</u>
Media & awards funding		20,950	20,950	-
Media & awards expenditure		<u>(20,431)</u>	<u>(20,431)</u>	<u>-</u>
Media & awards funding surplus		519	519	-
ENDING BALANCE	104,650	19,662	124,312	42,242

**NET ASSETS
SUMMARY**

Combined opening net assets			42,242	108,378
Current year activity	<u>81,551</u>	<u>519</u>	<u>82,070</u>	<u>(66,136)</u>
Combined closing net assets			<u>124,312</u>	<u>42,242</u>

See accompanying notes to unaudited financial statements

THE TRAVEL MEDIA ASSOCIATION OF CANADA

Statement of Cash Flows

Year Ended December 31, 2022

(Unaudited)

	2022	2021
OPERATING ACTIVITY		
(Deficiency)excess of operating revenues over expenditures	\$ 82,070	\$ (66,136)
CHANGES IN NON-CASH WORKING CAPITAL		
Prepaid expenses	(3,806)	(1,483)
Accounts payable	623	4,862
Deferred revenue	(4,911)	25,741
Accounts receivable	11,800	(10,300)
HST receivable	7,563	(1,380)
HST payable	10,818	-
Accounts payable	3,109	-
Cash flow (used by)from changes in non-cash working capital	25,196	17,440
(DECREASE)INCREASE IN CASH FLOW	107,266	(48,696)
Cash - beginning of year	71,509	120,205
CASH - END OF YEAR	\$ 178,775	\$ 71,509

See notes to unaudited financial statements

THE TRAVEL MEDIA ASSOCIATION OF CANADA

Notes to Financial Statements

Year Ended December 31, 2022

(Unaudited)

1. PURPOSE OF THE ASSOCIATION

The Travel Media Association of Canada (the "Association") is a not-for-profit organization originally incorporated under the Ontario Business Corporations Act on July 4, 1994. Its mandate is to foster excellence, uphold ethical standards and promote professional development between the travel media and tourism industry in Canada. The Association's Ontario charter was surrendered on June 27, 2002 and replaced by incorporation under the Canada Corporations Act on October 3, 2001. During 2014, it obtained a Certificate of Continuance under the new Canada Not-for-Profit Corporations Act which became mandatory for Federally incorporated not-for-profit corporations in Canada effective October 17, 2014.

Consistent with the Association's status as a not-for-profit organization, it is exempt from tax under Section 149(1) of the Income Tax Act.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements are prepared with the standards in Part III of the CICA Accounting Handbook for not-for-profit organizations in accordance with Canadian generally accepted accounting principles for non-profit organizations. The most significant standards are as follows:

Accrual basis of accounting

Expenditures are recorded on an accrual basis, whereby they are reflected in the financial statements in the period in which they have been incurred, whether or not such transactions have been finally settled by payment of money.

Revenue recognition

The Association recognizes revenue as follows:

- i) Members' dues - members pay annual dues and are extended various benefits throughout the period. Accordingly, they are recognized as revenue over the term of membership.
- ii) Conference revenue - recognized when the conference is held.
- iii) Investment and other income - recognized when earned.

Allocation of expenses

The Association's business consists of direct expenses excluding administration fees and general support expenses for the administration of the Association.

Use of estimates

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. These estimates are based on management's best knowledge of current events and actions that the Association may undertake in the future.

THE TRAVEL MEDIA ASSOCIATION OF CANADA

Notes to Financial Statements

Year Ended December 31, 2022

(Unaudited)

3. RELATED PARTY TRANSACTIONS

	<u>2022</u>	<u>2021</u>
Honorarium - Director	\$ 10,000	\$ 10,000

Honorariums to certain Directors are payments as gestures of goodwill and appreciation toward their volunteer assistance in supporting the goals of the Association.

4. DEFERRED REVENUE

Deferred revenue related to payments made in advance for the 2023 AGM and conference registration fee, conference and award sponsorship and membership dues.

5 TRAVEL AND REWARDS FUNDING

The Association collects funds for the purpose of providing awards and travel subsidies to members attending the annual conference.

6. FINANCIAL INSTRUMENTS

a) Liquidity Risk

Liquidity risk arises through having excess financial obligations over financial assets at any point in time. The Association manages its liquidity risk through monthly Board of Director meetings by monitoring sufficient readily available funds in order to meet its liquidity requirements at any point in time.

b) Management of Capital

The Association views net assets as its capital and manages it in a manner to ensure it has adequate resources to meet its financial needs.
