

TMAC Board Meeting Reports for October/November 2022
November 16, 2022 Board Meeting

6.0 BOARD COMMITTEE REPORTS

AWARDS Committee

TBA

COMMUNICATIONS Committee, Yashy Murphy

The new Communications Committee has met and is finalizing the strategic plan for 2023. This will be shared for board approval during next month's board meeting. In addition to sharing and celebrating the wonderful M&Ms and in-person events, the committee has also been reviewing the many press releases, newsletters and social content being shared by TMAC and are gearing up to send requalification reminders. All committees are requested to send any new TMAC creative or assets they create to be reviewed by the committee (please email them to Yashy Murphy or Donna Hatt).

[DIGITAL REPORT viewable here](#)

CONFERENCE Committee, Pam Wamback

Based on discussions with the Sudbury Host Committee and their budgets, the maximum number of registered delegates will be capped at 200.

The official host hotel will be the Holiday Inn Sudbury. With two ballrooms equal in size, the media marketplace will be hosted in one with capacity for approximately maximum 80 industry appointment 'tables'. Overflow Hotel will be Hampton Inn.

Sudbury Host Committee is working on their press trip itineraries, local tours and evening events. A draft has been presented and will be discussed and reviewed in detail during the Conference Host Site visit, Nov 17-18. The Conference Committee will have the information finalized by end of December in preparation for development of registration package.

Nov 17-18: Conference Chair & Vice Chair along with CAO to meet with Sudbury hosts for tours of host hotel and participating venues to be included in the conference program. Visit includes ½ day meeting with Sudbury Host Committee to review deliverables / requirements.

Milestones:

Feb 1: Registration Opens

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

GOVERNANCE Committee, Judi Cohen

Reminder: Board Strategic Plan dates **for Jan 18 and 19**, we will be kicking off this undertaking with an initial meeting with Eva from Stem Consulting.

FUTURE Host Committee, Jerry Grymek

The Future Conference Host Committee has a few updates to share for the month of October:

2024 Bidding Proposal Distribution

Following the invitation distribution for the 2024 Bid Proposal in early September we received a total of 3 submissions by the October 20th deadline.

2024 Host Submissions

The following destinations submit a bid to host 2024:

- St. John's, Newfoundland
- Kingston, Ontario
- Saskatoon, Saskatchewan

2024 Host Submissions Review

A review panel was established consisting of the Future Host Chair, one Media Member/Former Conference Committee Host, and one Industry Member/Former Conference Host.

The submissions are being reviewed against a pre-set score sheet and the winning bid will be selected in early November to share with the Board. Once approved by the Board, the successful bidder will be notified.

SPONSORSHIP Committee, Jerry Grymek

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

Future Sponsorship Package

A discussion was held with Donna on a few ideas to add to the 2023 Sponsorship Package including A La Carte options and early bird booking offer (book before December 31 to get 2022 pricing).

We discussed updating this for November as we plan to distribute to industry members with enough time to confirm early bird sponsors.

Industry Outreach

As we begin planning for the 2023 Conference, we will plan to reach out to industry members in for the rest of the year to secure sponsorship.

So far, we have confirmed interest for a luncheon sponsorship/Gold level from Ottawa Tourism and will follow-up once the package is ready to share.

HUMAN RESOURCES Committee, Jerry Grymek

CAO 90-Day Review

A 90-day review was arranged with the CAO to update on progress and board feedback.

CRA Report

To follow-up on the status of the CRA Report.

MEMBERSHIP Committee, Paul Knowles

Our membership committee is now in highly anticipatory mode – all adjustments to the requalification points program have been approved by the board, at our last meeting, and are in the final stages of implementation into our website.

We expect to be inviting media requalification applications any day now, and are ready to verify them soon after they are received.

Kudos to Donna for her work in getting this up and running – and yes, despite encouragement to the contrary, she does seem to have done some work in this regard during her holiday.

One request to all board members – if any media members express concern about not being able to qualify, please remind them that the requal period runs from 2019 to now, and that if that is not enough, confirmed future assignments can also be counted.

We also continue to welcome new members to TMAC - both media and industry.

Membership YTD Oct 13/22	Total 2022 YTD	2022 GOAL	2021
Media	188	190	173
Industry incl Secondary	173	132	123
Total	361	322	296
TIAC Associate Members	31		

PROFESSIONAL DEVELOPMENT Committee, Wendy Nordvick -Carr

TBA

7.0 CHAPTER UPDATES

BC & Yukon Chapter Report, Wendy Norkvik-Carr

TBA

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

The Ontario board hosted an online M&M event on November 8th to update members. Our guest speaker was TMAC Vice President Paul Knowles, who provided a general update on the activities of TMAC from a national perspective.

We announced our holiday TMAC Munch & Mingle - our first in-person gathering in two years - will take place December 6 from 5:30 PM - 7:30 PM (EST) and will be hosted by Chelsea Hotel, Toronto.

[See details here](#)

Atlantic Chapter, Ayngelina Brogan & Pat Lee

Chapter is hosting FAM event at Digby Pines, Nov 18

[See details here](#)

Prairies & NWT, Noelle Aune

The Prairie NWT Chapter is hosting a Holiday Gathering on Dec. 1st at 5pm at Heritage Park.

[Details available here](#)

8.0 CAO Report

Donna Hatt, CAO

[DIGITAL REPORT viewable here](#)

Committees have been very active this past month, with a number of time sensitive items requiring attention. Work of committees and approvals impacts the administration and delivery of items. Delays in decisions have impacted some key goals. Each have been reviewed with the committee chairs.

Providing ongoing support to committees and fulfilling administrative and planning duties, the following are a few highlights of the past month:

Administration/Overall

- TMAC Meet Up: created, coordinated and facilitating this gathering as an extension of our attendance at TIAC on Nov 21. Secured sponsorship, and registration currently sitting at 23 guests.
- TIAC - moderating a panel with 6 presenters at TIAC, ongoing meetings with TIAC and the panel of speakers to facilitate the session effectively
- Coordinating Presenting Partner recognition and cross promotion of the Travel Media Award, for Canadian TIAC
- Ongoing support to Board/Committee
- Board Meeting Package coordination/preparation/distribution
- Attend monthly Board meeting
- Committee Attend/support to Committees: Awards, Membership, Future Host, PD, Conference, and Communications
- Ongoing correspondence with members, partners.
- Participated in 90 Day performance review
- Attend weekly 'check in' meeting with President.

Awards Committee:

- Working towards securing final category descriptions and criteria for the 2022 awards program as determined by the committee
- Ongoing support to Chairperson
- Ongoing discussions with ITAC regarding new award category and sponsorship

Communications:

- ongoing social management/engagement including reintroduction of Member Monday profile

- monthly newsletters and intermittent communications
- Committee meetings/feedback - seeking clarification/strategy for use of social channels.
- Prepared and issued TIAC Awards release acknowledging our role and members who have become finalists

Membership:

- Monthly meeting and updates
- Coordination and implementation of re-qualification and application process - ONGOING
- Reviewers training materials prepared and distributed
- Ongoing membership application/approvals and processing
- Met with and appreciate support from DCI for media assessment/validation for use of their software

Governance:

- Attended meeting with Chapters hosted by Judi and Tracy
- Have shared DRAFT ITAC memorandum of understanding to the committee for review

Conference:

- ongoing discussions with local Host, noting our point person, Johanna Gaten has moved to a new position, we remain in good hands.
- Host hotel facility and flow clarification meeting
- Coordinate site visit itinerary for Nov 16-19
- Draft Budget prepared

Future Host:

- Collected and provided bid submissions to Committee chair with follow up discussions.
- Followed up to confirm receipt of bids and extended short list communication
- Provide support to Committee Chair as needed

Sponsorship:

- Initial stages and discussions for Sponsorship Kit

PD Committee:

- Prepared communications for Taxes session including survey for questions in advance, awaiting confirmation of Date/Time/Description

Financial:

- Prepare monthly payables and present to Treasurer
- Review monthly statements/reports prepared by our bookkeeper, reviewing for errors/corrections
- Prepare monthly Projected 2022 annual fiscal statement
- Monitor accounts and manage appropriately
- Ensure Treasurer has financial report ready for board meeting