

DRAFT Minutes
Tourism Industry Association of Prince Edward Island
2015 Semi Annual Meeting
Wednesday, March 4 2015 – 9:15`
AM
Red Shores Racetrack & Casino, Charlottetown

Approximate opening attendance: 70

1. Welcome

President Kevin Moufliier called the meeting to order at 9:40 am and welcomed all in attendance to the meeting. He outlined a number of “housekeeping” notices for the day.

2. Approval of the Agenda

Motion: It was moved by John Brewer and seconded by Elaine Thomson to approve the agenda as presented.

Decision: Carried unanimously.

3. Approval of the Minutes of the 2014 Semi Annual Meeting – March 5, 2014

Following review of the minutes,

Motion: It was moved by Linda Lowther and seconded by John Dunphy to approve the minutes as presented.

Decision: Carried unanimously.

4. Business Arising

It was noted the issue raised by Jay MacDonald regarding Parks Canada’s hours of operation during the 2014 meeting would be addressed under reports.

5. President’s Report

Kevin Moufliier delivered the President’s Report verbally. (Copy available on website following the Conference)

Motion: It was moved by Elaine Thomson and seconded by Carl Nicholson to adopt the President’s Report as presented.

Decision: Motion carried unanimously.

6. Executive Director’s Report

Don Cudmore delivered his report verbally. He touched on tourism revenues exceeding \$400 million in 2014, thanks to outgoing Board and Executive members and welcoming the new Board, the Parks Canada – TIAPEI Advisory Group and the exchange of communications. He noted that a steady supply of communications to industry is sent out through e-newsletters, special e-blasts, Tourism Tides and press releases. However, a great many of these communiques are not opened, industry members and stakeholders are not getting important information. Don provided an update on activities including: offering of a food safety course supported by Tourism PEI; the ongoing process on the future of TAC; work with QTS to streamline services; the Project ART Red Tape Reduction initiative, a review of membership rates and the TIAPEI election strategy for 2015. Change, noted Don, is a good thing and the new Board will be looking at consolidating TIAPEI’s 2 main meetings into one event and holding a second smaller event during the year at rotating locations across the Island. Membership fees have not been changed in 20 years and must be a larger source of core revenues than they have been in the past. He concluded by noting TIAPEI programs such as emerit, Passport to Employment, Ready to Work, Job Fairs, ACTP, Atlantic Canada Cruise and career awareness, encouraging tourism operators to check the TIAPEI website to see what their Association is doing for them and the tourism industry.

Motion: It was moved by Elaine Thomson and seconded by Carl Nicholson to adopt the President’s Report as presented.

Decision: Motion carried unanimously.

7. Approval of Core Budget

Tyson MacInnis reviewed the 2015/2016 Core Budget Proposal. Income and Expenses information was presented on screen and hard copies were made available at the meeting and posted on the website. He reviewed the budget

and actuals for revenues and expenses, noting there is currently a predicted deficit but changes in membership and program revenues will hopefully decrease the amount. Funds are available should they be necessary.

On questioning, Tyson confirmed that changes in membership rates would go into effect on August 1 and a conservative estimate is an increase of approximately \$7,000 through this initiative.

Motion: It was moved by Tyson MacInnis and seconded by Carl Nicholson to approve the 2015/2016 Core Budget Proposal as presented.

Decision: Carried unanimously.

8. Election of Officers

Elaine Thomson conducted the election of officers. The Nominating Committee for the Board of Directors 2015 consisted of Kevin Mouflie, Steven Larkin, Mitchell Rennie and Heidi Zinn.

The process for nominations required individuals to have the nomination and support of three members in good standing of TIAPEI to put forward their names for any elected position. As per the By-laws ratified at the AGM in November, nominations from the floor were no longer permitted.

The Nominating Committee presented the following list of officers:

County Representatives (a 20 month term of office)

Prince County: Marcel Bernard, Chalets de la Grande Basse

Queens County: Rachel Vidito, Murphy Hospitality Group

Kings County: Charlene Belsher, Old General Store & Robert Jay, Lanes Riverhouse Inn & Cottages

Sector Representatives (a 32 month term of office)

Accommodations: James Tingley, Delta Prince Edward

Food & Beverage: Steven Larkin, Lobster on the Wharf

Attractions: Adam Hickey, Sandspit Entertainment Ltd.

Retail/Tour: Kirk Nicholson, Avis/Budget Group

Cultural: Carol Horne, Confederation Centre of the Arts

Members at Large (an approximate 6 month term of office ending with the Annual General Meeting of 2015)

Kevin Mouflie, Slemon Park Hotel & Conference Centre

Robert Jourdain, Little York B & B

Tyson MacInnis, Cavendish Maples Cottages

With no further nominations, the following nominees were elected by acclamation:

Marcel Bernard

Rachel Vidito

James Tingley

Steven Larkin

Adam Hickey

Kirk Nicholson

Carol Horne

Kevin Mouflie

Robert Jourdain

Tyson MacInnis

The representative for Kings County was determined by ballots (distributed, collected and counted) to eligible voters carrying an identifying voting card. Members were asked to mark the ballot for one of the following:

Charlene Belsher, Old General Store
Robert Jay, Lanes Riverhouse Inn & Cottages

Voting results were to be announced at the next session. All newly elected Board members are asked to join Don Cudmore for a brief meeting following the adjournment of this Business meeting.

9. New Business

A) Jay MacDonald rose to address the meeting. He noted the welcome increase in numbers for 2014 and discussed his analysis of what some of the released figures for campgrounds and fixed roof accommodations showed. Jay also questioned if the market was sustainable in light of the additional funding and events held during 2014 and expressed his hopes that we would be able to build on last year's special circumstances.

B) Don Cudmore noted that TIAPEI is still working on implementing all the priority action items identified in the strategic planning process and we have started working on an election platform. Additionally, talks between TIAPEI, Tourism PEI and ACOA have begun regarding a new 3 – 5 year strategic plan.

C) Following counting of ballots, it was announced that Charlene Belsher was declared elected as the Kings County representative by majority vote.

10. Adjournment

Motion to adjourn the meeting was made by Steven Larkin at 10:40 am.