

TOURISM VAUGHAN CORPORATION (“TVC” OR “THE CORPORATION”)

INAUGURAL MEETING OF THE BOARD OF DIRECTORS

APPROVED MINUTES

**Committee Room 242/243
2nd Floor
Vaughan City Hall
2141 Major Mackenzie Drive
Vaughan, Ontario**

Monday, February 24, 2020

1:00 p.m.

Directors Present: Regional Councillor Gino Rosati, Michael Coroneos

Officers Present: Regional Councillor Gino Rosati (Vice Chair)
Michael Coroneos
Christine Vigneault, Secretary

By Invitation: Ashley Travassos, Executive Director
Dennis Cutajar, Director, Economic and Cultural Development
Wendy Law, Legal Counsel
Shirley Kam, Manager Special Projects, Economic and Cultural
Development
Lisa Marie Russo, Manager, Financial Planning & Analysis
Bronwyn Mondoux, Cinnamon Toast New Media Inc.
Sandra Quiteria, Central Counties Tourism

OPENING REMARKS

Vice Chair, Regional Councillor Gino Rosati, acknowledged a letter of resignation received from TVC President and Chair, Tim Simmonds, dated February 13, 2020 and requested a motion to move and accept the letter of resignation.

On motion duly made, seconded and unanimously carried, the following resolution was passed by the Directors:

Moved By: M. Coroneos
Seconded By: C. Vigneault

RESOLVED that a copy of the letter of resignation from TVC President and Chair, Tim Simmonds, dated February 13, 2020 is hereby received and that the Secretary is directed to cause a copy to be inserted in the minute book of TVC.

CARRIED

On motion duly made, seconded and unanimously carried, the following resolution was passed by the Directors:

Moved By: M. Coroneos
Seconded By: C. Vigneault

RESOLVED that TVC and City staff initiate a governance review and report recommendations back to the Voting Member.

CARRIED

1. CONFIRMATION OF AGENDA

On motion duly made, seconded and unanimously carried, the following resolution was passed by the Directors:

Moved By: M. Coroneos
Seconded By: C. Vigneault

RESOLVED that the February 24, 2020 meeting agenda be approved.

CARRIED

2. DISCLOSURE OF INTERESTS

The Directors present did not declare interest on any matter present on the agenda.

3. ADOPTION OF MINUTES (JANUARY 13, 2020)

On motion duly made, seconded and unanimously carried, the following resolution was passed by the Directors:

Moved By: C. Vigneault
Seconded By: M. Coroneos

RESOLVED that the minutes of TVC Board of Directors meeting on January 13, 2020 be approved.

CARRIED

4. COMMUNICATIONS

The Secretary advised that no communications were received.

5. CONSIDERATION OF ITEMS REQUIRING DISCUSSION

5.1 OPERATIONS & PLANNING

Ashley Travassos, Executive Director of the TVC provided the following updates on Operations & Planning:

- **TVC Milestones To-Date & Tourism Vaughan Advisory Committee (TVAC).**

On motion duly made, seconded and unanimously carried, the following resolution was passed by the Directors:

Moved By: C. Vigneault
Seconded By: M. Coroneos

RESOLVED that the Tourism Vaughan Advisory Committee Terms of Reference, application process and timelines are approved in accordance with TVC By-Law No.1, and that staff move forward in implementing the application process for the Tourism Vaughan Advisory Committee.

CARRIED

- **TVC 2020 Business Plan & Budget**

On motion duly made, seconded and unanimously carried, the following resolution was passed by the Directors:

Moved By: M. Coroneos
Seconded By: C. Vigneault

RESOLVED that the TVC 2020 Business Plan and Budget are approved and are to be brought to the Corporation of City of Vaughan Committee of the Whole for approval on March 9, and Corporation of City of Vaughan Council on March 11 for approval in accordance with the Memorandum of Agreement between the Corporation of the City of Vaughan and the TVC as part of the City's annual budget approval process.

CARRIED

Shirley Kam, Manager of Special Projects, Economic and Cultural Development, provided an update on hotel development within the City of Vaughan.

5.2 COMMUNICATIONS & MARKETING

Bronwyn Mondoux from Cinnamon Toast New Media Inc. presented the new Tourism Vaughan Identity Mark.

On motion duly made, seconded and unanimously carried, the following resolution was passed by the Directors:

Moved By: M. Coroneos
Seconded By: C. Vigneault

RESOLVED that the Tourism Vaughan Identity Mark, as presented by Cinnamon Toast New Media Inc. be approved and the TVC move forward with trademark applications for a word mark and design mark under the Corporation of the City of Vaughan, and enter into a Trademark Licensing Agreement with City of Vaughan for the TVC's royalty free, limited usage of these City-owned marks.

CARRIED

Ashley Travassos provided an update on the Tourism Vaughan consumer webpage, TVC webpage, Tourism Vaughan email account, email marketing database and a monthly Executive Director update.

5.3 INDUSTRY INSIGHTS

Ashley Travassos provided the industry insights into the Tourism Industry Association of Ontario (TIAO) recommendations on Municipal Accommodation Tax governance and provided an update on upcoming TIAO member events.

5.4 PARTNERSHIPS

Ashley Travassos and Sandra Quiteria of Central Counties Tourism provided an update on partnership initiatives with Central Counties Tourism and the 2020 Celebrate Ontario Grant.

6.0 STAKEHOLDER DEPUTATIONS

The Vice Chair called for stakeholder deputations. There was no response.

7.0 OTHER BUSINESS

None.

8.0 CONFIRMATION OF NEXT SCHEDULED MEETINGS

On motion duly made, seconded and unanimously carried, the following resolution was passed by the Directors:

Moved By: C. Vigneault
Seconded By: M. Coroneos

RESOLVED that that the next meetings of the Board will be held on:

Thursday, April 2 – 10:00 a.m. - 12:00 p.m.

Wednesday May 27 - 1:00 p.m. - 3:00 p.m.

Monday, September 28 – 1:00 p.m. - 3:00 p.m.

Monday, November 23 – 1:00 p.m. - 3:00 p.m.

CARRIED

9.0 ADJOURNMENT OF MEETING

On motion duly made, seconded and unanimously carried, the following resolution was passed by the Directors:

Moved By: M. Coroneos

Seconded By: C. Vigneault

RESOLVED that the meeting be adjourned at 1:55 p.m.

CARRIED

The minutes of the February 24, 2020 TVC Board of Directors meeting have been approved:

_____ Date: _____
Chair

_____ Date: _____
Secretary