

**SATW Canadian Chapter Executive  
Meeting Minutes**  
February 18, 2021 11am EDT

**Location:** Virtual

**In attendance:**

Maureen Littlejohn (Chair)  
Martha Chapman (First Vice Chair)  
Nicola Blazier (Second Vice Chair)  
Gillian Hall (Treasurer)  
Carolyn Ray (Secretary)  
Anna Hobbs (Past Chair)  
Linda Barnard (Active at Large)

**Regrets:**

Sharon Mendelaoui (Active at Large)  
Angela Anderson (Associate at Large)  
Heather Kirk (Associate at Large)

**Agenda**

<p><b>1. Call to order (ML)</b> Meeting called to order at 11:10 am</p>
<p><b>2. Approval of minutes (from January 14, 2020 meeting)</b></p> <ul style="list-style-type: none"><li>• Maureen moves to approve</li><li>• Gillian seconded</li><li>• All in favour</li><li>• Minutes approved</li></ul> <p><u>Action Items:</u></p> <ul style="list-style-type: none"><li>• CR post January minutes on SATW Canada member website</li></ul>
<p><b>3. Chair's Comments (ML)</b></p> <ul style="list-style-type: none"><li>• Thank you to everyone for getting things done so quickly and professionally</li></ul> <p><u>Action Items:</u></p> <ul style="list-style-type: none"><li>• CR send minutes and action items promptly after meetings</li><li>• Everyone take notes of action items during meetings</li></ul>
<p><b>4. Business</b></p> <p><b>a. Canadian Chapter changes (ML)</b></p> <ul style="list-style-type: none"><li>• SATW Board update: Canadian Chapter changes now in Operations manual on page 23: we are funded but non-voting – good news!</li></ul> <p><u>Action Items:</u></p> <ul style="list-style-type: none"><li>• Exec to review Operations Manual</li></ul>

**b. Membership survey (ML)**

- Would like to set up brief member survey at appropriate time, topics TBD

Action Items:

- ML to investigate survey tools and decide what questions to ask; may need help from Sharon or Carolyn
- ML to review Awards survey

**c. PD (MC)**

- CFG: 13 members attended tax session; first two events quite successful (25 members for each)
- Would like to develop some chapter-specific PD, and a focus for Associates
- Used up last years' opportunity fund for PD
- Have \$2K US to use for this year – need to brainstorm what we can do for PD this year

Action Items:

- MC: Could we ask editors to do a session “I love that press release” – can this be society-wide - MC to discuss with Cheryl
- ML: check if OF can be used for member recruitment
- MC: Need to brainstorm what we can do for PD this year – schedule for next meeting, come with ideas
- ML/MC: Are uses of OF included in Canadian or Society Operating Manual?
- LB: Working with Indigenous Tourism and TMAC, could start with BC and expand nationally – huge interest in indigenous tourism (polls indicate visitors want an indigenous experience)

**d. Western Region Webinar: LB**

- “Unexpected West”: Webinar March 23, 2 pm EST, 11 am PCT.- four tourism bodies, MB, AB, SK, Surrey, BC via Ursula Maxwell-Lewis; Yukon will send door prizes
- Theme is Discovery – start thinking about the stories we can cover 2Q/3Q
- Invite Yukon to do a webinar for us later when they open beyond BC
- Maureen to do intro, send save the date on March 1
- No support of travel right now from tourism boards

Action Items:

- LB: will send all information so that Maureen can send Save the Date on March 1
- SM: Help with Save the Date/ Invitation

**e. Treasurer’s Report (GH)**

- Opportunity fund deposited in our account

Action Items:

- ALL: Develop ideas that will benefit entire Canadian chapter, such as Canada Day celebration and good value-added activities for current members

**f. Maple Leaf (MC)**

- Martha would like to pass the mantle to someone else as Editor

Action Item:

- MC: Put a notice for a new Editor in next newsletter

**g. Membership (NB)**

- Nicola confirmed membership program with HQ (20% off)
- No official honorary withdrawal policy, members have until end of 2021 to renew
- AH: Motion Proposed: “We will launch a membership drive where we encourage every Canadian member to bring in a new member, the sponsoring member’s name will go into a hat, that person will get their 2022 fees paid”

Action Items:

- NB: Send out spring promotion invite them to join leveraging Indigenous event, Get testimonials
- CR send Motion for Spring Campaign to full Board for approval
- NB: will put a list together of people to add – Hong Kong?
- ML: Can we defer membership fees? Maureen to check with HQ
- NB: Confirm membership fees; are initiation/ application fees waived? Contact Lydia for clarification

**h. Awards (AA)**

- Not in attendance, information sent prior to meeting for review

Action Items:

- Will bring ideas back to the Board for discussion (TBD)

**5. Other**

a. Operations Manual distributed

b. Succession planning: Nominations for various roles - Anna

- Anna working on roster for Canada and Society-level

Action Items:

- AH will send an email with updates
- AH/ MC to meet

**6. Next meeting**

- Next meeting March 11, 11 am EST

Action items:

- CR put minutes on member-only website
- Next meeting March 11, 11 am EST
- Motion to launch Spring membership campaign distributed via email; proposed by Anna Hobbs, seconded by Linda Barnard

**7. Adjournment at 12:19 pm**