

**SATW Canadian Chapter Executive
Meeting Minutes**

April 11, 2021 10:30 am 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)
Sharon Mendelaoui (Active at Large)

Regets

Angela Anderson (Associate at Large)
Heather Kirk (Associate at Large)

Agenda

<p>1. Call to order (ML) Meeting called to order at 11:03 am</p>
<p>2. Approval of minutes (from March 2020 meeting)</p> <ul style="list-style-type: none">• ML moves to approve <p><u>Action Items:</u></p> <ul style="list-style-type: none">• CR post March minutes on SATW Canada member website once approved.
<p>3. Chair's Comments (ML)</p> <ul style="list-style-type: none">• Jumping straight into general agenda• Move meeting out by one hour or change another day so that Angela can attend – move to 12 pm starting in May• Recap of board meeting:<ul style="list-style-type: none">○ October 3-7 Milwaukee meeting going ahead in person, chapter meeting is supposed to be folded into convention. Options: we could try to have a virtual meeting during the meeting, or all the chapters could agree to having a virtual meeting prior to post the convention – so far that will likely be the option○ Opportunity Fund: it was made clear by Mary Jo that what is stated is what goes – if it's using the money to help membership we can do it – it's \$2,000 this year○ Coaching sessions that Anna and Catharine Hamm organized were very well received○ Anna: going to offer these as a benefit to every new member, then open it up from 48 people to more – working on model where there is a nominal fee that would go to the foundation, most coaches don't want to charge but there is a limit to their goodwill○ ML: nice to have a professional set of eyes

- MC: knocked out by the calibre of coaching and the amount of time they spent reviewing my piece, such constructive criticism
- Add testimonials to encourage new members
- Last thing: Eastern Chapter is starting to do mini-meetings with destinations, capping at 20 people. Kim Foley chair of that group – should we consider doing that for our chapter? A bit of PD, showcase for the host. Networking and perk of membership
- Anna – some properties are opening – Irene Knight Niagara Falls Tourism
- GH: Social get together -happy hour? Plan for June / July Canada Day /First Day of summer kickoff June 17? 5-6 pm ET

Action Items:

- ML contact KF to get more details
- AH/ ML contact IK

4. Business

a. PD Update (MC)

- **MC** is working with Cheryl Andrews for a June 22 for a PD session “WOW, I Love that Media Release” with experienced editors commenting on what works aimed at associate members. Editors include Theresa Medoff, Triple A Magazine Carolyn Spencer Brown (Cruise Critic) and Jim Byers potentially. Editors will share press releases that really stood out. How to send press releases in advance – ask Anna McManus to send out in advance.
- **LB** mentioned TMAC is having a webinar on post-pandemic growing business and brands including what is coming and what is new to grow brands and find new work, such as Clubhouse. Kevin Wager (SATW member) and Chris Mitchell (non-member Travelling Mitch), have expanded their Toronto blogger community to Clubhouse (interactive podcasting, dating, interesting potential social media/citizen journalism tool)..
- Discussion of streamlining PD events and communications, Zoom account management etc.; possibly pay someone to help manage zoom events

LB: ITAC Keith Henry – 66% decline in indigenous tourism businesses during the pandemic – will stay on top of it but should consider a fall webinar / road trips

Action Items:

- Committee to come up with PD ideas and review past ideas including **GH** suggestion on Instagram
- **SM** to draft up topic overview for a session and when approved by the Executive, PD Chair (**MC**) to reach out to member Kevin Wager to host (and this could be a paid/honorarium opportunity) to host a “state of social media” forum, from Clubhouse to Pinterest to Instagram etc. information session.
- **SM** to research Zoom administrative options, hosting recording on SATW website

a. 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 when complete
- Would like to set up brief member survey at appropriate time, topics TBD

- **Western Region Webinar: LB**

- “Unexpected West”: Webinar was March 23, 2 pm EST, 11 am PCT.- four tourism bodies, MB, AB, SK, Surrey (BC)
- Thanks to Ursula Maxwell-Lewis and Linda Barnard, Sharon M. for help with design, had great prizes and presenters were wonderful

Action Items:

- LB: Interest from Yukon to do a standalone presentation when time is right

b. Treasurer’s Report (GH)

Nothing to report

Action Items:

- NA

c. Maple Leaf (MC) - week of April 12 issue

- 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/ specific time requirement in next edition
- LB: Send paragraph for western Canada event
- GH: Awards deadline is end of month (AA)
- Membership drive (NB)
- Slate for upcoming election – board and executive – need to highlight Canadians, add quotes? (AB)
- Board meeting – may have things to add (ML)
- Succession planning – MC

d. Membership (NB)

- Drafted overall message and proposal, email and flyer
- Will send to influencers like CTO
- What will timing be -launch March 31 to June 21?
- Messaging: “unlike other media organizations, SATW gives you access to media/industry from other countries”, PD, Cdn tax advice, venues for conferences
- Members refer someone and your name will go into a hit with a chance to have 2022 fees paid

Action Items:

- NB: Martha and Maureen need to have a discussion Friday and resolve
- NB: Send out Spring Campaign – timing TBD

f. Awards (GH)

- Have received 67 submissions including photography so far, had 130 last year

- Deadline is end of April, except more last minute

Action Items:

- AA will send draft reminder by Friday, send out on Monday
- Mention in Maple Leaf; deadline is end of April 30, questions to GH for stories
- MC recommends separate email reminder on awards deadlines

g. Sites (AH)

- Exploring venues for future chapter meetings
- Succession planning: Nominations for various roles - Anna
- Anna working on roster for Canada and Society-level

Action Items:

- AH: if you know someone let me know
- ML: Share final decision on October chapter meeting

6. Next meeting

- Next meeting May 13, 12 pm ET

Action items:

- CR put March minutes on member-only website
- Carolyn offered to set up zoom invitations for future board meetings

7. Adjournment at 12:09 pm