

**SATW Canadian Chapter Executive  
Meeting Minutes**

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

**Agenda**

<p><b>1. Call to order (ML)</b> Meeting called to order at 10:30 am</p>
<p><b>2. Approval of minutes (from February 18 , 2020 meeting)</b></p> <ul style="list-style-type: none"><li>• <b>ML</b> moves to approve</li><li>• Amendment requested by <b>MC</b> on request to be reviewed</li></ul> <p><u>Action Items:</u></p> <ul style="list-style-type: none"><li>• <b>CR</b> post February minutes on SATW Canada member website once approved.</li></ul>
<p><b>3. Chair's Comments (ML)</b></p> <ul style="list-style-type: none"><li>• Jumping straight into general agenda.</li></ul>
<p><b>4. Business</b></p> <p><b>a. PD Update/Brainstorming (MC)</b></p> <ul style="list-style-type: none"><li>• <b>MC</b> is working with Cheryl Andrews for a June 22 for a PD session "I Love that Media Release" with experienced editors commenting on what works. Editors include Johnny Jet, Carolyn Spencer Brown and Jim Byers potentially.</li><li>• Seeking ideas that are specific to the Canadian Chapter so we can spend the \$2000 funding wisely as a value-added benefit to spin for Canadians in particular.</li><li>• <b>LB</b> 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).</li><li>• <b>Angela</b> suggested that award winners lead webinars about their work and the process to them winning. This also would plug future awards. To be revisited down the road.</li></ul>

Action Items:

- Committee to come up with PD ideas and review past ideas including **GH** suggestion on Instagram
- **ML** to bring up requirement for SATW website to reflect past webinars, a jumping point for the committee to review and see where we can make content relevant to Canadians.
- Once notified by **ML**, **SM** to draft up topic overview for a session and if approved reach out to member Kevin Wagar 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.
- **MC** is to confirm honorarium policy with Society.
- **Angela** to raise the PD potential with award winners for her committee.
- **LB** organizing a last-minute March 23 “BEST OF THE WEST” webinar supported by Tourism Edmonton – 4 presenters – with prizes. **ML** will send a reminder. **SM** will update the graphics, Zoom link to be sent on March 18 and 22.
- **SM** to research Zoom administrative options.

**b. Updates on other Items**

Various

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)

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

**b. 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 and Linda Barnard.

Action Items:

- c. Dry run on March 18th
- d. Send out Invite with Zoom link by 19<sup>th</sup>.
- e. ML will host, and activate co-hosts for LB, UML and presenters

**f. 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

**g. Maple Leaf (MC) - April 1 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
- Add in a Reminder for awards (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

**h. Membership (NB)**

- Prepared a strategy proposal, email and flyer
- Members forward email to non-member
- 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: Once Martha and Mareen review will be shared with rest of board
- NB: Send out Spring Campaign

**f. Awards (AA)**

- Announcement went out, will also add to next newsletter
- Submissions received to date: 5 or 6
- Deadline is end of April, except more last minute

Action Items:

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

**g. Sites (AH)**

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

Action Items:

- AH to meet and brainstorm ideas for regional get togethers

**6. Next meeting**

- Next meeting April 8, 11 am EST
- Maureen will report from board meeting and HQ

Action items:

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

**7. Adjournment** at 11:38 am