

Travel Media Association of Canada
Annual General Meeting
June 17, 2021, 1:00pm – 2:00pm EDT
VIA ZOOM

AGENDA

1.0 Call to Order

2.0 Approval of the Minutes of the 2020 AGM, June 30

3.0 Financial Report

 3.1 Treasurer's Report

 3.2 2020 Auditor's Report

 3.3 Appointment of Auditor for 2021

4.0 Election of Board of Directors

All seven open positions for the 2021 Board of Directors have been filled by acclamation, therefore there will be no balloting for board of directors' positions.

2021 TMAC Board of Directors (by Acclamation) includes:

President (two-year term): Tracy Ford

Vice President (two year term): Paul Knowles

Directors at Large (continuing in second year of two-year term):

Darcy Rhyno Jami Savage Guy Thériault

Directors at Large (elected to two-year term):

Judi Cohen Jerry Grymek Kattrin Duncan

Yashy Murphy Grant Fraser Pamela Wamback

5.0 Reports (Included within the AGM Package for your review)

 5.1 President's Report, Tracy Ford

 5.2 2021 Conference Report, Guy Thériault

 5.3 2020 Awards Committee Report, Tracy Ford

 5.4 Membership Committee: Jami Savage & Monica McNeil

 5.5 Human Resources Committee: Darcy Rhyno

 5.6 Governance Committee: Jami Savage

 5.7 Future Host Committee: Jerry Grymek

 5.8 PD National, Kattrin Duncan

 5.9 Chapter Reports:

 Prairies & NWT: Noelle Aune

 Ontario: Rod Charles

 Atlantic: Pat Lee & Ayngelina Brogan

 BC & Yukon: Ursula Maxwell-Lewis

6.0 Q & A

7.0 Adjournment

Travel Media Association of Canada
Annual General Meeting Minutes
June 30, 2020, via ZOOM

President Dale Dunlop called the meeting to order at 1:02 p.m. EDT. He noted that 132 members had voted digitally prior to the meeting, that 80 members had registered to attend the AGM, and that as of 1:02 p.m. EDT, 61 members were participating, thus meeting the requirement for a quorum.

Moved by Tracy Ford, seconded by Monica MacNeil, that the minutes of the AGM held June 22, 2019 in Sault Ste. Marie ON be adopted, and that a copy of these minutes be signed and placed in the minute book of the Corporation. Carried unanimously by prior on-line vote of the membership.

Treasurer Darcy Rhyno presented the audited financial statements for 2019 (attached to these minutes). Moved by Marc Smith, seconded by Paul Knowles, that the audited financial statements for the year ending December 31, 2019, together with the report of the public accountant, Les Lucyk Professional Corporation, thereon be approved. Carried unanimously by on-line vote of the membership.

Moved by Monica MacNeil, seconded by Jerry Grymek, that the Les Lucyk Professional Corporation be appointed public accountant for the Travel Media Association of Canada for the coming year. Carried unanimously by on-line vote of the membership.

Election of directors: Dale Dunlop noted that the number of officers is fixed by bylaw. There are three positions open on the board, with the departures of directors Suzie Loiselle and Yashy Murphy, and the end of the first term of Guy Thériault. There are six nominations to fill those three positions: Matthew Bailey, Katrin Duncan, Jay Kana, Darcy Rhyno, Jami Savage and Guy Thériault.

Dale Dunlop thanked all six candidates, as well as Suzie and Yashy for their service on the board. He then announced the results of the on-line balloting: those elected to two-year terms on the TMAC national board were Darcy Rhyno, Jami Savage and Guy Thériault.

Dale Dunlop presented his President's Report, noting that all reports of committees and chapters were included in the AGM package, and he would not repeat those items. He commented, though, that "the entire world has changed since 2019... no business has been hit harder than tourism, but I want to assure all our members that TMAC is financially sound, because of a ten-year period of building up our resources."

Dale also announced that TMAC secretary Paul Knowles has been appointed to the new role of Chapter Liaison.

There was a Q&A session.

Q: Since the 2020 conference, to be hosted by Sudbury, was cancelled, has consideration been given to returning to that host city.

DD: It is not possible today to announce future sites for conferences, but progress in this area has been made, and he believes the membership will be pleased.

Q: How are members supposed to re-qualify when travel is so restricted?

DD: TMAC has waived requalification requirements for this year.

Q: Can we encourage all members to keep their profiles up to date in these changing times.

Q: A request for an update on the 2020 TMAC Awards.

Tracy Ford: The goal is to announce the winners on line on or about July 22.

Q: How can we know which members participated in the virtual AGM.

DD: The number of participants will be included in the minutes of the meeting.

Note from Paul Knowles: According to a report generated by Marc Smith, 91 members registered to attend the AGM. There were 67 unique participants, most of whom attended the entire session.

Dale Dunlop declared the 2020 TMAC AGM concluded at 1:26 p.m.

TREASURER'S REPORT

2020 was a year like no other for TMAC. The global pandemic had a profound impact on the organization and most, if not all, of TMAC's members and its usual activities. While 2021 will look similar to 2020 in terms of finances, TMAC expects to break even or better in 2022 and beyond. The following is a summary of the organization's financial statements for the year ending December 31, 2020.

Revenues for the period totaled \$98,269 (down by \$94,659 compared to 2019.) This figure is comprised mostly of membership revenue of \$73,275 (down by \$4,767 from 2019) and awards of \$18,000 (down by \$3,000 from 2019.) Because the annual conference was cancelled, there was negligible conference revenue of \$2,750 compared to 2019 when conference revenue was \$89,930.

In 2019, revenues totaled \$192,928. In 2018, revenues totaled \$238,373.

Total TMAC operating expenses have decreased by \$59,944 from \$199,088 in 2019 to \$139,144 as of December 31, 2020. Administrative Fees were the largest expense at \$92,093, up slightly from \$91,930 in 2019. (Management Fees comprised \$77,875 of the 2020 total, up marginally from \$76,128 in 2019.) Conference fees decreased from \$49,625 in 2019 to fees totaling \$19,364 in 2020.

TMAC neither collected nor expensed any travel subsidies in 2020, down significantly from revenue of \$17,500 and an expended amount of \$10,661 in 2019.

Net income for the year was a significant loss of \$40,875, down sharply from a \$680 surplus in 2019.

Total assets of \$129,692 for the reporting period are down from \$190,342 in 2019.

*Based on the audited financial report prepared by TMAC accountant Les Lucyk, CA CPA.

On Behalf of the Finance Committee:

Darcy Rhyno, Chair

Grant Fraser

Donna Hatt, CAO

2020 AUDITOR'S REPORT

Viewable from our website and here:

<https://www.travelmedia.ca/sites/default/files/News%20Item/2478/TMAC%20Audited%20Financial%20Statement%202020.pdf>



2021
Board of Directors



Tracy Ford
President



Paul Knowles
Vice-President



Gay Thériault
Director at Large



Darcy Rhyno
Director at Large



Katrin Duncan
Director at Large



Jerry Grymek
Director at Large



Jami Savage
Director at Large



Pamela Wamback
Director at Large



Yashy Murphy
Director at Large



Judi Cohen
Director at Large



Grant Fraser
Director at Large

PRESIDENT'S REPORT

It's been a challenging year since March 2020, when the world was placed on lockdown in an effort to fight COVID-19. Sadly, we were unable to have our annual conference in Sudbury, which was a first for TMAC. With travel halted, our media members suffered insurmountable loss and on the industry side, many of our members were furloughed. Fast forward to today and various regions of Canada will begin to re-open and the travel industry slowly prepares to be back to business. With this encouraging news, we're looking ahead with optimism to fuel a tourism rebound.

Last October, I assumed the role as Acting President. So much has evolved since then and I want to recognize the volunteer members of the board for their amazing support and guidance. My heartfelt thanks goes to Paul Knowles, Darcy Rhyno, Monica MacNeil, Jami Savage, Katrin Duncan, Jerry Grymek and Guy Theriault. They have gone above and beyond to keep our organization alive and well during unprecedented times. We banded together like family and I couldn't be more proud to be a part of this wonderful team.

In November, it was determined that we needed to create an HR Committee, which included Monica MacNeil, Darcy Rhyno and Jerry Grymek to evaluate the organization's management model. Following a three-month review, they conducted extensive research on industry best practices, consulted experts, did a deep dive into the operations of TMAC and carefully considered the future of TMAC. Based on this work, the board created a new management model that best meets TMAC's current and future needs. The Executive Director role was retired and replaced with two new roles – Bria Weaver is the Membership Relations Officer, responsible for member recruitment, retention, and relations; and Donna Hatt is the Chief Administration Officer, responsible for the administrative management of TMAC.

By the end of 2020, it was determined that COVID-19 would affect our plans for an in-person conference, so the Conference Committee, including Yashy Murphy, Guy Theriault, Jami Savage, Paul Knowles and Jerry Grymek would begin their planning for a virtual conference in June 2021.

It takes a community of supporters and believers, who help nurture, sustain and invest in it to keep it surviving and thriving - this is TMAC. As an organization, we have 12 committees and four chapters, all of which are the backbone of our organization. The volunteers who make up these committees and chapters bring personal expertise and experiences, contributing to our growth, development and success. I want to take this opportunity to personally thank each and every one of you for your ongoing support. We wouldn't be here today without you.

Looking ahead, 2021 will continue to bring new challenges to TMAC. Membership growth and retention remains a key priority as does providing value and benefit to all

TMAC members. As an organization, we must engage our members and strive to be the leader in the Canadian travel marketplace.

I look forward to seeing you in Yarmouth & Acadian Shores Region, Nova Scotia on June 22-26, 2022!

Tracy Ford, Acting President

2020 CONFERENCE COMMITTEE REPORT

Building on the successful conference & marketplace that took place in Sault Ste. Marie as TMAC celebrated its 25th anniversary, the Conference Committee was poised to deliver another great conference in Sudbury, Ontario. Unfortunately, due to the circumstances surrounding the COVID-19 pandemic, the Conference dates from June were postponed to the fall of 2020, and ultimately cancelled in July. Although a lot of work was done with our Conference Committee and the host destination, the Sudbury in-person conference was postponed to 2023.

In the fall of 2020, the Conference Host Committee started evaluating the possibilities of hosting a virtual conference and marketplace. Although the AGM covers the year 2020, the following is a synopsis and breakdown of our 2021 virtual conference:

- Early 2021: the Conference Host Committee looked at three platform providers after several TMAC members took part in TravMedia's virtual edition of International Media Marketplace that was held in January 2021.
- The decision was made to go with eSAX Virtual Events (based out of Ottawa), on the REMO platform. Jami Savage and I negotiated the contract, and brought it down to \$ 20,000 plus a \$ 5,000 in-kind sponsorship, where eSAX would be identified as a Gold partner.
- From that time, both the Co-Chair of the Conference Committee, Yashy Murphy, and Jami Savage (Board member and Tech Support) worked closely with the team at eSAX in mapping out the show flow and technical requirements needed for a successful media conference and marketplace. At this time, the Board decided to announce the Conference dates of June 1-3, 2021.
- An ice-breaking event was held a week before, allowing the members to familiarize themselves and navigate the platform.
- To get the most possible participants, the National Board had agreed upon the following rates to participate:
 - For industry members: \$300 (early bird special); \$400 (afterwards)
 - For media members: \$25 (early bird special); \$50 (afterwards)
- Overall, 187 TMAC members took part in the virtual event – 75 industry and 112 media members.
- The Marketplace had 1,432 scheduled appointments over the course of three days of marketplace.

- Many other appointments and networking opportunities were made on the marketplace and in the virtual lounge.

Conference Keynote Speakers and Professional Development sessions

The fact that our 2021 conference was held virtually opened a door to involving expert presenters in our keynote and professional development events. In addition to some excellent presentations by TMAC members, we were also able to host keynote speakers like mountaineer/adventurer Laval St. Germain; United Nations World Tourism Organization representative Marcelo Risi, and Ontario race relations expert Kerry-Ann Douglas-Powell. We also welcomed Professor Karla Boluk of the University of Waterloo as a key panelist in a PD session on the challenges and changes facing the tourism industry. Attendance at all sessions was good, and feedback was positive. Thanks to all participants, and to the TMAC members who served on the conference PD and Keynote committee.

Sponsorship Committee

The Sponsorship Committee's goal is to source enough sponsorship revenue from travel partners and industry members to be able to offset the major expenses of the conference. Sponsorship took a new meaning as everything changed due to the pandemic. With the 2020 Conference being cancelled, we were disappointed however optimistic as the next 3 year's conference hosts were arranged and announced during the year. This re-affirmed our belief that TMAC is necessary as the industry sees the value in hosting our conferences.

The Sponsorship Committee stepped up for TMAC's first virtual conference in 2021, with many opportunities for TMAC! The Committee brought in over \$20,000 in sponsorship, and is thankful for all the support we have received from past sponsors to help make our conferences extra special.

Although this AGM Report is for 2020, we decided to highlight the 2021 Virtual Conference as it was a tremendous success where everyone pulled together in creating a feeling that our members were actually taking part in an in-person conference. A more detailed report of the 2021 Virtual Conference will be available as we wrap up and finalize for next year's AGM.

Thank you to the incredible Conference Team, whose hard work and dedication always shine when it comes to our conference. Looking forward to seeing everyone IN PERSON in Yarmouth Acadian Shores for the 2022 edition of the Conference, Marketplace and Gala Awards!

Guy Thériault, Chair of 2020 cancelled Conference
Yashy Murphy and Guy Thériault, 2021 Conference Co-Chairs

2020 AWARDS REPORT

The TMAC Awards recognize the very best travel writing and photography that our media members produce in three categories: written word, visual and written word + visual. They were presented virtually on July 22, 2020.

The awards committee researches, organizes and pulls together the academy awards in the tourism and hospitality industries. I want to thank Margaret Swaine, Jenn Smith Nelson, Paule Bergeron, Mark Stevens and Michel Chicoine for your support and camaraderie for the 2019 awards.

A special thank you to our judging panel who have poured over the thousands of words and images that are your work. It was such a pleasure working with each of you and we very much appreciated your professional contribution to the judging process. Visual Judges: Bruce Kemp, Dave Brosha and Freeman Patterson. Written Word Judges: Peter Johansen, Benoit Legault and Dick Snyder

Prizing:

- First prize for each category: \$750
- Second prize for each category: \$300
- Third prize for each category: \$200
- Honourable Mention for each category

Best Adventure, Sport or Recreation Feature, Sponsored by Le Quebec maritime

FIRST PLACE: Jennifer Bain

HOW TO CATCH A BASEBALL GAME IN CUBA? BE RELENTLESS

<https://www.thedailybeast.com/how-to-catch-a-baseball-game-in-cuba-be-relentless>

SECOND PLACE: Emma Yardley

NORTHERN EXPOSURE

THIRD PLACE: Robin Karpan

WONDERS OF THE KALAHARI

<https://photojourneys.ca/2019/12/02/kalahari-wonders/>

HONOURABLE MENTIONS

- Jennifer Bain
AURORA HUNTERS ON THE FLIGHT OF A LIFETIME
<https://www.canadiantraveller.com/Aurora-Hunters-on-the-Flight-of-a-Lifetime>
- Jessica Lockhart
THE RJVERLAND

Best Coverage of Host Destination, Sponsored by City of Sudbury

FIRST PLACE: Robin Karpan

WAWA, ONTARIO IS MORE THAN A GOOSE AND A MOOSE

<https://roadstories.ca/wawa-ontario-is-more-than-a-geese-and-a-moose/>

SECOND PLACE: Christina Newberry

THE SAANICH PENINSULA: A FAMILY FARM HAVEN ON VANCOUVER ISLAND

<https://worldfootprints.com/saanich-peninsula-family-farm-vancouver-island/>

THIRD PLACE: Jane Finn

SIMPLY SUPERIOR

Best Cultural/Historical Feature, Sponsored by Belize

FIRST PLACE: Janice Mucalov

SEDUCED BY SRI LANKA

<https://sandinmysuitcase.com/wp-content/uploads/2019/11/Seduced-by-Sri-Lanka-CATL-Fall-Winter-2019.pdf>

SECOND PLACE: Sydney Loney

PLANET EARTH (VIA GOOGLE STREETVIEW)

THIRD PLACE: Carol Patterson

"MAYBE THEY ARE HAPPY TO BE HOME:" WATCHING THE SALMON RUN IN BRITISH COLUMBIA ADAMS RIVER

<https://cangeotravel.ca/article/maybe-they-are-happy-to-be-home-watching-the-salmon-run-in-british-columbias-adams-river/>

HONOURABLE MENTIONS

- Yves Ouellet, L'INDE DES BEATLES
<https://www.ledevoir.com/vivre/voyage/560748/voyage-l-inde-des-beatles>
- Diane Selkirk, A HOME FOR THE FUTURE

Best Family/Partner Feature, Sponsored by Chelsea Hotel, Toronto

FIRST PLACE: Heather Greenwood Davis

EVER WANTED TO CAPTAIN YOUR OWN BOAT ON THE RIDEAU CANAL? NOW'S YOUR CHANCE

<https://www.theglobeandmail.com/life/travel/article-anchors-weigh-a-self-guided-boat-trip-along-rideau-canal-is-the-best/>

SECOND PLACE: Helen Earley

HOW A 1970s AMUSEMENT PARK TAUGHT THIS HELICOPTER PARENT TO RELAX

<https://www.theglobeandmail.com/life/travel/article-how-a-1970s-amusement-park-taught-this-helicopter-parent-to-relax/>

THIRD PLACE: Karan Smith

CANINE GETAWAY

<https://cangeotravel.ca/article/this-mont-tremblant-hotel-takes-dog-friendly-to-a-new-level/>

HONOURABLE MENTIONS

- Heather Greenwood Davis

WHY A SMALL-SHIP CRUISE IS A GREAT WAY FOR A FAMILY TO RECONNECT

<https://www.theglobeandmail.com/life/travel/article-why-a-small-ship-cruise-is-a-great-way-for-a-family-to-reconnect/#comments>

- Heather Greenwood Davis

ON A MULTIGEN VACATION I LEARNED FROM MY MOTHER AND MY SONS

<https://www.theglobeandmail.com/life/travel/article-the-rich-rewards-of-multigenerationaltravel>

Best Food/Drink Feature, Sponsored by PEI Tourism

FIRST PLACE: Mark Stevens

THE CAPITAL OF CHAMPAGNE

<https://cld.bz/2iKKTLe/54-55/>

SECOND PLACE: Darcy Rhyno

THE OLD-FASHIONED BUTCHER SHOP

THIRD PLACE: Laurie Wallace-Lynch

HUNTING TRUFFLES WITH DOGS

HONOURABLE MENTIONS

- Jennifer Bain, Who needs lobsters when donairs are the official food of Halifax?
<https://o.canada.com/travel/who-needs-lobsters-when-donairs-are-the-official-food-of-halifax>
- Amy Rosen, From sausage to stout, seaweed stars on the menus of Tofino, B.C.
<https://www.theglobeandmail.com/life/travel/article-from-sausage-to-stout-seaweed-stars-on-the-menus-of-tofino-bc/>

Best Illustrated Feature, Sponsored by Tourism New Brunswick

FIRST PLACE: Tamara Elliott

Jaipur sightseeing

<https://www.globeguide.ca/jaisalmer-sightseeing/>

SECOND PLACE: Cinda Chavich

Seaweed Wonderful

https://issuu.com/page-one/docs/yam_julaug19/78

THIRD PLACE: Gerry Feehan

I'm going back to Boulder Hut

<https://www.todayville.com/im-goin-back-to-boulder-hut/>

HONOURABLE MENTIONS

- Jennifer Bain, A visit to Grise Fjord
<https://o.canada.com/travel/a-visit-to-grise-fiord-canadas-most-northerly-community>
- Tamara Elliott, An idyllic adventure cruise through Costa Rica and Panama
<https://www.globeguide.ca/adventure-cruise-uncruise-adventures/>

Best Landscape or Evocation of Place, Sponsored by Tourism Saskatchewan

FIRST PLACE: Robin Karpan

Hoi An

<https://photojourneys.ca/2019/02/12/the-many-faces-of-hoi-an-vietnam/>

SECOND PLACE: Michael Cunningham

Dundee

<http://link.hts2000.com/v/443/a1c0b61fd3134db48c02d2214bf3cf40ca5f1aa49e5edb96>

THIRD PLACE: Leigh McAdam

Brienz Rothorn Railway

<https://hikebiketavel.com/the-brienzer-rothorn-via-a-scenic-trip-by-steam-train/>

HONOURABLE MENTIONS

- Lindsay Nieminen, Petra's Treasury
<https://carpediemourway.com/blog/best-instagram-spots-in-jordan/>
- Gemma Taylor, Sunrise On Tin-Hat
<https://offtracktravel.ca/things-to-do-sunshine-coast-bc/>

Best Outdoors, Wildlife or Environmental/Responsible Tourism Feature, Sponsored by Destination BC

FIRST PLACE: Jennifer Bain

Snake Orgy

<https://www.thedailybeast.com/if-you-want-to-see-a-100-snake-orgy-book-a-ticket-to-manitoba>

SECOND PLACE: Robin Karpan

Marvelous Monarchs

<https://photojourneys.ca/2019/12/19/mexico-marvelous-monarchs/>

THIRD PLACE: Zack Metcalfe
Prescribing Nature

HONOURABLE MENTIONS

- Jennifer Bain, Pufflings
<https://o.canada.com/travel/how-to-rescue-pufflings-with-newfoundlands-puffin-patrol>
- Kate Robertson, Grand Canyon

Best People Photo, Sponsored by Le Quebec maritime

FIRST PLACE: Gary Cralle
Salvadore Dali

SECOND PLACE: Debbie Olsen
Dia de la Muerto
<https://calgaryherald.com/travel/olsen-mexicos-day-of-the-dead-celebration>

THIRD PLACE: Hans Tammemagi
The Coconut Vendor
<http://travelwriterstales.com/19-barbados.htm>

HONOURABLE MENTIONS

- Sharon Matthews-Stevens, History's Harbour
<https://issuu.com/justforcanadiandentists/docs/jfcdentists-marapr19-web/24>
- Darcy Rhyno, Sylvanne Landry Spinning Wool at the Historic Acadian Village

Best Spirit of Canada Feature, Sponsored by Tourism Yukon

FIRST PLACE: Darcy Rhyno
Partridge Island

SECOND PLACE: Jennifer Bain
Inuit homeland in Labrador
<https://www.canadiantraveller.com/Journey-Through-The-Inuit-Homeland>

THIRD PLACE: Heather Greenwood Davis
Nunavut in bucket list
<https://www.travelagewest.com/Travel/USA-Canada/Nunavut-in-Canada-s-Far-North-Should-Be-on-Your-Bucket-List>

HONOURABLE MENTIONS

- Sandra Phinney, Escape on the Trans-Labrador Highway
- Lucas Aykroyd, Epic saga in Newfoundland

<https://en.calameo.com/read/005660300f726dc09c335/?page=34>

Best Travel Column/Blog Feature, Sponsored by Tahiti

FIRST PLACE: Christopher Mitchell

Travelling Mitch

First post URL: <https://www.travelingmitch.com/mostrecent/travel-is-important-short-essay-travelling>

Second post URL: <https://www.travelingmitch.com/mostrecent/istanbul-travel-tips>

Third post URL: <https://www.travelingmitch.com/mostrecent/rick-steves-interview>

SECOND PLACE: Carol Perehudoff

First post URL: <https://wanderingcarol.com/german-sauna-culture/>

Second post URL: <https://wanderingcarol.com/rome-via-veneto/>

Third post URL: <https://wanderingcarol.com/things-to-do-in-krems-austria/>

THIRD PLACE: Heather Greenwood-Davis

The Globe and Mail Ask a Travel Expert

First post URL: <https://www.theglobeandmail.com/life/travel/article-ask-a-travel-expert-my-co-workersditched-me-in-the-security-line/>

Second post URL: <https://www.theglobeandmail.com/life/travel/article-ask-a-travel-expert-will-my-beach-holidaybe-ruined-by-overgrown/#comments>

Third post URL: <https://www.theglobeandmail.com/life/travel/article-ask-a-travel-expert-how-can-i-avoidchecking-a-bag-but-still-have/>

HONOURABLE MENTIONS

- Gemma Taylor, Off Track Travel

First post URL: <https://offtracktravel.ca/storm-watching-tofino-bc/>

Second post URL: <https://offtracktravel.ca/banff-alternatives/>

Third post URL: <https://offtracktravel.ca/mount-engadine-lodge/>

- Jody Robbins

First post URL: <https://www.jodyrobbins.com/is-the-fogo-island-inn-worth-the-hype-um-yeah/>

Second post URL: <https://www.jodyrobbins.com/things-to-do-in-moose-jaw/>

Third post URL: <https://www.jodyrobbins.com/how-to-spend-the-long-weekend-with-family-or-friends-withoutkilling-each-other/>

FUTURE CONFERENCE HOST COMMITTEE REPORT

A committee was established following the 2019 Conference with the purpose of helping potential conference hosts, streamlining the bidding process and looking at new opportunities.

Committee members include former conference destination hosts with experience in the process and feedback on what could have been improved on.

While 2020 was a different year for everyone due to the pandemic, this unfortunately caused the cancellation of the planned conference in Sudbury. But as the saying goes, in the middle of difficulty lies opportunity. We were optimistic that during the year, we were able to use this unique time to discuss and secure hosts for the 2021 to 2023 conferences.

This is the first time that we have locked in three year's worth of conference and aligns with one of our goals to successfully line-up several in advance to avoid rushing year after year.

Thank you to all Committee members and past AGM hosts, who were able to help us implement a new standard for potential Conference hosts going forward!

Committee Co-Chairs:

Jerry Grymek and Melody Wren

MEMBERSHIP COMMITTEE REPORTS

MEDIA MEMBERSHIP COMMITTEE REPORT

In January 2021 the Media Membership Committee launched a referral based membership drive which resulted in over 100 referrals from TMAC members and 30 new members who joined TMAC. We implemented a new onboarding process which includes a series of communications and infographics, making the process easier for new members. The Committee also launched a new buddy program that is currently in beta testing, and will be launched out to the full membership in the upcoming months. Finally, we are excited for strategic planning in the fall where we will evaluate our post pandemic requalification process as we prepare for the transition back to travel for all members in 2022.

Committee Chair, Jami Savage

INDUSTRY MEMBERSHIP COMMITTEE REPORT

In 2020 the Industry Membership Committee adjusted the reference requirements for an industry member to the following;

Two letters of reference must be provided. At least one reference must be from a current TMAC media member with whom you have worked directly. The other may be from:

- a travel media professional who is a member of TMAC or another media-accredited association, OR:
- a member of the travel industry profession.

For 2021, the Industry Membership Committee will continue to work with the Media Membership Committee's programming (see Media Membership Report) to grow membership in TMAC. The strategic planning session will consider the past events and look forward to implementing a plan to grow membership and increase opportunities for industry members.

Committee Members:

Monica MacNeil, Chair, Minto Schneider, Jennifer Taylor and Karyl Leigh Barnes

HUMAN RESOURCES COMMITTEE REPORT

Late in 2020, the TMAC Board of Directors struck the Human Resources Committee. Our task was to do a complete review of TMAC's management needs and recommend to the Board a way forward that best suited the organization and its members at such an extraordinary moment in global travel history and for the organization.

By the end of 2020, the HRC had gathered examples of various management models including from other travel organizations, fully reviewed TMAC's operations, researched the best ways for TMAC to meet its needs during and post COVID, and reviewed TMAC's current financial position and future financial needs.

Committee Members:

Jerry Grymek, Monica MacNeil and Darcy Rhyno.

GOVERNANCE COMMITTEE REPORT

The Governance Committee is not always the most appealing committee to be a part of, however the work that is done is vital to laying a strong foundation for our organization. Therefore the committee has set a variety of projects that they are in the process of working through this year including:

- Updated Code of Conduct
- Updated Committee Descriptions
- Updated Board Mandate Documents
- New "Directors Suitcase" with key resources for all board members
- Evaluation of policies including Sexual Harassment

- Evaluation of By-laws with any potential recommendations going to membership for review in 2022
- Review of Statements and Stance including Inclusivity Statement and Environmental Stance
- Strong Strategic planning session in the fall to lay the direction for the organization going forward

Committee Chair: Jami Savage

NATIONAL PD COMMITTEE REPORT

As part of our ongoing efforts to provide value and benefit to our members the TMAC National Professional Development (PD) Committee, in consultation with members and Chapter Chairs, hosts educational webinars throughout the year.

Through surveys, member needs and interests are assessed and PD speakers are approached based on subject matter expertise. The goal is to host a webinar once a month, with exceptions where necessary. Chapter Chairs have the opportunity to host one every second month, and the National PD Committee hosts the remainder.

Since December 2020, TMAC members were invited to six webinars, with topics ranging from #SafeTravelsStamp to tourism research; podcasting to career planning tips, and best practices for using Facebook and shooting mobile video. Indigenous Tourism BC also presented a webinar.

After a summer break, going into Fall 2021, we look forward to creating value for the membership by providing as many learning opportunities as possible. Please send us your ideas for PD sessions and we hope to see you at the next webinar.

Committee Members:

Katrin Duncan, Chair

Liz Campbell, Tania Kedikian, Christopher Mitchell, Lindsay Nieminen

CHAPTER REPORTS:

Prairies & NWT Chapter

Unprecedented. Sharp pivots. Variants. First doses. Second doses. Losses. Resilience. Zoom meetings. Soooo many Zoom meetings. Whatever words you choose to define the past 16 months, the Prairies & NWT chapter of TMAC have used them all. And we are hoping not to have to use them for much longer.

That said, our roster of events and programs for 2020-21, has been robust, innovative and — somewhat to the board's surprise — popular.

Here's what we've been up to:

- March 2020 – Our first Zoom panel with Dr. Craig Jenne, Calgary's superstar infectious disease expert.
- July and August, 2020 – two socially-distanced hikes in the Foothills
- October 29, a birding expedition to see the migrating eagles with award-winning photographer and writer, Carol Patterson
- December 8, 2020 – a Christmas Cocktail party on Zoom with mixologist Christopher Cho of Regina's Avenue Restaurant.
- Feb. 26 – A Zoom webinar on mobile phone photography with award-winning photographer Jay R. McDonald.
- March 23 – Full-day ski and hiking adventure at Nakiska Ski Resort, followed by an optional overnight-stay at a variety of hotels in Canmore. More options included snow biking and cross-country ski lessons.
- June 7 — Panel of Travel/Tourism Experts on Zoom that was distributed nationally. Experts included David Goldstein (CEO, Travel Alberta), Dave McKenna (President, Banff Jasper Collection and Pursuit & Chair) and Andy Gibbons (VP. Government Relations & Regulatory Affairs, WestJet Airlines).
- June 21-23 — Two-day horsepacking trip in the Rockies (with Banff Trail Riders) to the historic Sundance Lodge, timed around the summer solstice.

Atlantic Chapter

Looking back over the 2019 annual report for the Atlantic Chapter, let's just say we had more fun back then.

Despite the hardships we have all endured since March of last year, many of our members have managed to remain productive and find outlets for their work thanks to their creativity and hustle, as well as the assistance of destinations and tourism operators. Much of this was aided by the creation of the much-lauded Atlantic Bubble, which allowed travel throughout the region without the need for quarantining. The freedom was beautiful while it lasted. We eagerly anticipate the same easing of similar travel restrictions very soon.

The creation of the bubble also prompted destinations and industry partners to heavily promote staycation travel. Tourism Nova Scotia, for example, created the Nova Scotia-Atlantic Canada Media Outreach Program, which provided financial incentives for East Coast travel media to create content about Nova Scotia as a travel destination for regional media outlets. Through the program, 63 articles were published in 2020, garnering a circulation reach of more than 12 million.

We had a successful membership drive this year and we're thrilled to welcome four new media members, bringing the chapter total to 24 (13 media, 11 industry). Our new members include Cape Breton-based content creators David Anderson and Skylar MacDonald, known as Davey and Sky on social media; Halifax's Trevor and Anna Delaney, The Delightful Travellers; Neil MacKenzie, executive director of Yarmouth & Acadian Shores Tourism Association and Cailin O'Neil, a vlogger on Travel Yourself.

Board members Ayngelina Brogan and Sandra Phinney also led PD sessions via zoom (Ayngelina for the national membership, Sandra for Atlantic chapter members) this past year. The national board is also well represented with Darcy Rhyno and Pam Wamback serving in various capacities.

Of course we're all looking ahead to what awaits for the next travel year, most of all the TMAC conference set for Southwest Nova Scotia in 2022. We can taste the hot lobster sandwiches and rappie pie already.

Co-chairs Pat Lee and Ayngelina Brogan

Ontario Chapter

I hope everyone is safe and doing well! It was a pleasure to see so many of you at our national conference and I can't wait for us to be together again in Nova Scotia.

I want to begin by thanking everyone on the TMAC Ontario board, including Julia Thompson who left us due to a promotion. Despite all the challenges it has been a productive year and it's only possible because our board is such a great team.

I want to tip my hat to Jerry 'The Broken Harmonica' Grymek for winning Volunteer of the Year at the TMAC Awards. Jerry was instrumental in our ability to run our popular Munch and Mingles (M&M's) successfully and our board is deeply grateful to have him on our team. As chair, let me say that it couldn't have gone to a more deserving, if somewhat musically-challenged person.

Our M&M hosts in 2020 included Tokyo Tourism, Colorado Tourism, Tourism Thunder Bay, Tourism Nova Scotia, Ottawa Tourism, and Tahiti Tourisme Canada. Guest speakers at our M&M's included Jim Byers and David Lefebvre, Vice President, Federal and Quebec at Restaurants Canada.

Thanks to the hard work of our board we have been able to serve our members and the community during the pandemic. A few examples:

- We acquired a 3D Printer for donation to a hospital or school to help create PPE's during the pandemic.
- Working with Restaurants Canada, our board gave a prize of \$100 to 25 TMAC members in a Canada-wide takeout initiative to support restaurants.
- We recently re-launched a Professional Development Support fund for our media members to help them in their studies.
- And I'm proud to report our board finalized a pledge of \$5,000 over five years to a Ryerson University journalism grant as our response to the George Floyd murder and acts of hate in the USA and around the world.

I want to thank the National Board for outstanding work in what has been a difficult year and acknowledge the passion of our sister chapters. Keep up the good work!

Board Members

Rod Charles, Chair

Paul Knowles, Secretary

Anne Marshall, Treasurer

Jay Kana, Director-at-large

Ron Brown, Director-at-large, Cash for Clips

Jerry Grymek, M&M Event Planning and Scheduling

Kimberly Hartley, Membership

Grant Fraser, Director-at-large

Liz Campbell, Director-at-large

British Columbia & Yukon Chapter

Being unable to visit in person with local and national members across this great land has been disappointing and, at times, discouraging. Thankfully, though, the end of the Covid tunnel appears to be in sight.

Our BC & Y chapter began with an enormous personal setback with the sudden passing of our respected legendary chair, Chef Nathan Fong, on March 30, 2020. To say we all miss his would be an understatement. We remember him with affection, and an initiative - spearheaded by chapter director Sandra Thomas - is underway to recommend sponsoring an award in his honour. Details are being refined and will be presented at local and national levels in due course.

As vice-chair the job of chairperson sadly defaulted to me. I have done my best (for the third time!) to keep our local council connected via the magic of ZOOM.

Our treasurer, Wendy Nordvik-Carr, ensured we remained in good financial shape despite other challenges. Thank you for hanging in there, Wendy!

Due to the tireless efforts of our Events Committee, BC & Y featured prominently on the airwaves. Facts, fun and new business faces were introduced to TMAC members in 14 outstandingly crafted, well-attended, forums. The stellar schedule is outlined in the BC Events report attached submitted by director Sonya Hwang. Abundant thanks to co-chairs Sonya Hwang, Shawna Gardham and Linda Barnard for making us - and their guests - look so good. Job very well done!

I'd also like to thank director Lucas Aykroyd for effectively spearheading the move to take BC & Y member concerns to National. His tact, expertise, focus and time were sincerely appreciated. As an organisation, I believe TMAC grew thanks to his initiative and to National's willingness to effectively review the concerns expressed.

Director Bianca Bujan was my right hand gal efficiently firing meeting minutes out at lightning speed. It was a pleasure working with her. Thanks, Miss Bee!

Finally, my sincere appreciation to Sabrina Robson, Torrie Silverthorn, Lindsay Nieminen, Kate Robertson, and Tania Sear. I've appreciated the opportunity to work with you all.

My very best wishes to the BC & Y chapter and TMAC at large for a safe, successful, productive and fun 2021/22. May you all travel safely and prosper.
Next year in Yarmouth!

Very sincerely,
Ursula Maxwell-Lewis, Chair TMAC BC & Y 2020/21