



Canadian Association of Tour Operators

REGULAR MEMBERS MEETING

Wednesday, May 17, 2023

3:30 p.m. – 4:30 pm

MINUTES

Attendees:

<p>1. Chair Opening Remarks</p> <p>a. Appointment of a new executive director</p>	<p>The Chair, Brett Walker, opened the meeting by welcoming everyone and Jean Hébert as the new executive director.</p> <p>The meeting is recorded for the purpose of preparing the minutes, then it will be deleted. No objection.</p>
<p>2. Approval of the Agenda</p>	<p>The Chair asked if anyone has anything to add to the agenda as circulated in advance.</p> <p>Agenda approved unanimously without changes.</p>
<p>3. Approval of the previous Minutes – Feb. 22, 2023</p>	<p>The minutes of the previous meeting dated February 22nd 2023 were circulated. Nothing raised from the minutes and a motion to approve the minutes is moved by David Green. Approved unanimously.</p>
<p>4. EIA- Economic Impact Analysis Status Update</p>	<p>Chair mentioned that the EIA has been widely discussed and that the SOW provided by BDO, circulated by Jean, is largely based on the EIA done in 2021 - at a very different time. CATO members had agreed that this type of data, collected on an ongoing basis, would be prudent.</p> <p>Jean described that the current SOW is the same as the one in 2021 with the difference of a much higher cost, almost 60% more. The quote received is at 35K plus fees, translation, and taxes, to compare with 25K all inclusive in 2021.</p> <p>Following the discussion at the May 4th executive committee, the recommendation is to move ahead to form a committee who will be responsible to review the SOW in all aspects and to determine the purpose of this new study. A recommendation will then be</p>

	<p>submitted by the committee to the members for their final approval and next steps. The Chair reiterated the importance of data and updated information when we go to government.</p> <p>The executive director reported on his discussion with Joane Tetreault, president of ATOQ, who has an interest to participate once again upon her board approval which is scheduled at the end of the month. He also mentioned that ATOQ has had a mixed appreciation on the 2021 study and considered that the mandate needed to be revisited.</p> <p>In conclusion, the Chair mentioned that we were close to be within the number to form the committee. The following names are proposed: Peter Lacy, Tony Sanders, Howard Liebman, and Joane Tetreault from ATOQ. Anyone else interested can send an email to the Executive Director.</p> <p>Peter stated that at 35-40K\$, it's a no go for him, so he agreed to be part of this review committee. David Green will ask his finance director to join, and report back.</p> <p>The creation of the committee is approved, and a first meeting will be schedule shortly.</p>
<p>5. Update on TICO's Comprehensive Funding Review</p>	<p>The Executive Director provided a summary of the review process undertaken by TICO for a new funding and compensation fund frameworks. The Optimus report, the letter signed by CATO and ACTA to TICO and the minutes of the May 4th executive meeting have been sent to the members. Although we do not have all information, TICO's recommendation and the business case to be submitted to the Minister do not include any significant improvements to the consumer protection system. The recommendation will also ignore a consumer contribution for better protection and greater awareness. All the proposed fees increase will be borne by the industry. The Optimus report proposes an option for a voluntary fee to be passed to the consumer by the registrant, which has been totally rejected in the past. All increase fees, supporting TICO's growth of cost for operation and a compensation fund, will be an additional financial burden to all TICO registrants.</p> <p>Following the executive meeting on May 4th, ACTA and OMCA have been contacted to be part of a joint action. A letter was signed by CATO and ACTA, while the CEO of OMCA needed more</p>

	<p>time for discussion at its next board meeting. The letter requested a copy of all information document supporting TICO’s recommendation, business case, other jurisdictions scans, surveys, etc. and a reiteration of a needed legislated consumer contribution as per the Québec model. The response from TICO referred to the Administrative Agreement between TICO and the Ministry, stated that no information can be provided until they received the green light from the Minister who has up to 45 days to review TICO’s recommendation.</p> <p>CATO’s executive committee recommendation is to make our position public and take every necessary step to make our case for a better funding system before the government.</p> <p>Nicole Burse indicated that the recommendation that will be submitted to the Board of Directors on the 30th will be the ratification of the documentation that will be forwarded to the Minister. All recommendations regarding the fee review have already been approved by the TICO Board.</p> <p>The Chair stated that the status quo is not acceptable. We are at a critical point; we need to go public sooner than later. A public statement will be developed along with ACTA preferably.</p> <p>As per Peter Lacy’s question, a lobbying firm is not required at this time. In his view, it would be better putting money to a lobbying firm, and more important than spending in the study (EIA).</p> <p>David Green fully supports the recommendation, everyone agrees.</p> <p><i>(The meeting ended after that discussion as we have passed the time to address the other items on the agenda, many had to leave at 4:30 for other commitments)</i></p> <p>The meeting ended at 4:35 p.m.</p>
6. Administrative / membership Renewal / Financial Update (Rick)	Deferred to the next meeting.
7. Signing Authority	Deferred to the next meeting.
8. Other Matters	

