



## EXECUTIVE COMMITTEE MEETING

Wednesday, May 8<sup>th</sup> 2024

4:00 p.m. – 5:15 p.m.

### MINUTES

**Attendees:** Brett Walker, David Green, Richard Edwards,  
Jean Hébert

**Absent:**

1. Chair opening remarks.	The Chair welcomed everyone and said he's looking forward for the discussion ahead and new information about different topics.	
2. Agenda approval.	Approved by consensus.	
3. Minutes approval. (See document)	The Minutes of the meeting held on January 31st, 2024, have been unanimously approved.	
4. Business arising from last meeting.		
a. Meeting with the Minister's staff	<p>The executive director reports on the meeting with four staffers, including the chief of staff, in the Minister's office on February 15<sup>th</sup>. The Minister was not attending. The outcome is that the Minister or Ministry has not made any decisions on the recommendations submitted by the Office of the Auditor General of Ontario.</p> <p>However, regarding one of our biggest concerns, we got the clear message that the discussion about the Compensation Fund is out of scope at this moment. We were also advised not to raise this subject again soon if we wanted to keep the communication channel open between the Minister's office and us. The Chair added that it was not a very "diplomatic" discussion.</p> <p>The Ministry will publish an implementation plan in the coming months, especially regarding recommendation 16 for a comprehensive review of the Act.</p> <p>Since then, TICO has published its action plan with 23 items to be implemented over the next 2 years, but some of them will not be until the Ministry decides about rec. 16. (As a FYI, attached is a copy of the press release and comments)</p>	
b. Members' meeting – Feb. 27	No comments.	
c. EIA Report Release	The BDO report was presented last month and distributed to our members. A press release containing a summary was issued. We	

	received extensive coverage and predominantly positive feedback.	
d. Webinar on Animal Welfare Protection	Overall, a good experience to be repeated. Good presentations from Transat, Intrepid and AWP. Thanks to Emma Cottis for her great involvement in this activity.	
e. D&O protection since April 1 <sup>st</sup>	Executive director confirmed the end of the process for a D&O Protection at a reasonable cost of \$828/year, powered by Palladium Insurance, effective April 1 <sup>st</sup> , 2024.	
f. April 2024 Newsletter	Was sent to members and posted on CATO's website.	
g. TICO released on April 2 <sup>nd</sup> its Public Action Plan in response to the Auditor General's report	Information was provided on April 2 <sup>nd</sup> . The committee believes there is no need for us to issue a press release. TICO doesn't fully control the situation, and probably our best bet will be our presence at the Industry Advisory Council.	
h. First meeting of the TICO Industry Advisory Council – May 23	As an information item. No agenda or topics for discussion have been provided as of yet.	
i. Membership renewal - Update	<p>Overall, the renewal campaign went well. The ED mentioned it is important to harmonize the information and the list of members in good standing everywhere, on the website and for the members' private access. He has provided an updated list for comments. The Treasurer mentioned that we still have 8 members waiting for payment, including Visit Flanders who has not yet paid \$881,40 for their reimbursement in the ETC event back in November. ED said that some on the A/R list need to be removed as they have changed their mind for this year joining CATO.</p> <p>A suggestion is made about finding a way to offer a discount or a penalty for those paying, or not, within a fixed delay. No specific decision on that. ED also mentioned that few more new members could join soon like Atout France.</p>	
j. Partnership with Algarve - now with Alentejo	<p>We have been informed that our partnership is no longer possible with Algarve, but now it is with the region of Alentejo. Few meetings have taken place with the representatives in Alentejo and Ines, the Portugal rep. in Canada.</p> <p>The out of country meeting will be the 10<sup>th</sup> to the 15<sup>th</sup> of November. We have also accepted to participate in an exploratory visit from June 2<sup>nd</sup> and back on the 6<sup>th</sup>. All details and confirmation are still to be provided.</p> <p>The out-of-country symposium will be open to 20 CATO members TO and their companions. The program of the week has been presented and will be shared with the members when it is finalized in the second week of June.</p>	

	<p>Our aim is to ensure a diverse and influential group at the symposium. We particularly encourage the participation of product people from each company, as well as other key influencers such as CFOs. To accommodate this, we have the flexibility to add 12 more individuals under different conditions and at a cost.</p> <p>It is also recommended that we encourage the membership renewal for next year with this great opportunity for our members as an example of the benefits to be a CATO member. Another consideration is to see the opportunity to generate additional revenue from this, maybe charging a small participation fee and/or for the companion, or to those we could consider adding if we do not have a full participation. The ED will work something around those suggestions and parameters. ED will send a copy of the Alentejo presentation. The participation must be limited to the Canadian outbound TO members at first.</p> <p>Meetings' themes will be determined in our next discussions with our Portuguese partners.</p> <p>A question is raised about having a travel press representative with no decision at this point of time.</p>	
5. Financial update (Rick)	<p>The treasurer has sent the financial statements, which will be included in the minutes.</p> <p>An audit report will be required for the AGM. We hope the firm we are using can meet this need, despite concerns that have been raised about them.</p> <p>The financials have to be approved by the end of June.</p>	
6. CATO AGM	<p>A proposal is made to hold the AGM on June 27. Approved by consensus.</p> <p>The ED should send the meeting request a month in advance. He also raised the question about the current directors' term.</p> <p>The election of the officers and an increase in the number of directors based on needed skills need to be considered. The four of us cannot do everything. However, it is also mentioned that the issue is always about the availability of time to participate.</p> <p>In conclusion, for this year, it has been decided to not expand the board base on the number of CATO members. Maybe, there is a need to add time to the ED. This can be discussed later.</p>	
7. Social gathering in August	<p>A proposal is made to hold this event on the 28<sup>th</sup> of August for a social only event, no combination of any meeting of any kinds. The ED mentioned that Linda Falcone has agreed to sponsor up to \$1000. It was also proposed that we can consider more than one sponsor. It was suggested to ask our supporting members who would support that event and promote a new partnership for another out of country meeting. Brazil has showed interest in the past. David can help in finding the right location, ...on John Street...</p> <p>CATO should not spend anything on alcohol.</p>	

	The ED will work on a plan and will be shared shortly. It is recommended to reach out every supporting members to offer the opportunity to be the next sponsor and replicate an event like our out of country meeting in Portugal.	
<b>8. Others:</b>		
<b>a. June Newsletter - Input</b>	Discussion	
<b>b. Upcoming webinars / Collaboration with USTOA</b>	Discussion	
<b>c. Website</b>	Information provided about few changes and improvements of the website.	
<b>9. Next meeting</b>	To be determined.	