



**WHITBY TOURISM DEVELOPMENT CORPORATION ("WTDC")**  
**MEETING OF THE BOARD OF DIRECTORS**

**Meeting Minutes**

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**Date:** January 21, 2026

**Time:** 4:00 p.m.

**Location:** Ashburn Room, Whitby Town Hall, 575 Rossland Road E

**Directors Present:** Sarah Klein, Jeremy Giles, Fuwing Wong, Adriana Barbary, Sarah Kostadinov, Steve Lee being all the directors of WTDC

**Directors Absent:** None

**Re:** **Board of Directors Meeting #6 (2025) – Whitby Tourism Development Corporation**

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**1. Welcome and Call Meeting to Order**

Jeremy Giles called the meeting to order at **4:04pm.** and confirmed that 5 board members and officers were present with Councilor Steve Lee joining the meeting shortly after it began.

**2. Land Acknowledgement**

**3. Approval of Agenda: MOTION: That the Board of Directors approves the agenda as submitted.**

- a. Moved by Adriana Barbary
- b. Seconded by Sarah Klein

- c. Carried
- 4. **Declaration of Conflict of Interest**
  - a. None
- 5. **Adoption of Minutes: MOTION: That the Board of Directors adopts the minutes from December 15th, 2025**
  - a. Moved by Fuwing Wong
  - b. Second Sarah Klien
  - c. Carried
- 6. **Communications**
  - a. Nothing to report
- 7. **Governance Update**
  - a. Nothing to report
- 8. **Consideration of Items Requiring Discussion**
  - a. **Chair Updates**
    - i. AGM Discussion– March 9, 2026 – Preparation of 2024 and 2025 Audited Financial Statements
      - 1. Fuwing contacted a local bookkeeper and received initial interest, but follow-up has been delayed. Fuwing will reach out again and explore alternative options if needed. Adriana will connect Fuwing with her contact.
    - ii. Admin support Discussion: **MOTION: Sarah Klein to begin working on the Job Description and present in the March board meeting for review.**
      - 1. The board has allocated a certain amount of the 2026 budget to allow for this additional resource. (Lowering the paid advertising from \$65K-\$50K)
      - 2. Moved By: Sarah Klein
      - 3. Seconded: Fuwing Wong
      - 4. Carried
  - b. **Treasurer Updates**
    - i. **MOTION to Approve the 2026 Budget**

1. Board aligned on keeping the 6% MAT TAX that will be in place for the back half of 2026.
2. FSC project funding of \$25,000: Jeremy will connect with the Communications Department at the next event meeting to ensure WTDC event initiatives support and enhance Whitby tourism. Ideas discussed include branded items, swag with a clear CTA, promotion of the Host in Whitby Grant Program, and video content.
3. Moved by: Jeremy
4. Seconded: Sarah Klein
5. Carried

## **9. Other Business**

- a. Marketing and Promotions Committee –
  - i. **MOTION to Award Marketing Services support.** The board aligned on moving forward with Interkom for the RFP project.
  - ii. Moved By: Adriana Barbary
  - iii. Second - Sarah Kostadinov
  - iv. Carried
- b. Host in Whitby Grant Committee Updates
  - i. 5 businesses/organizations will be awarded the host in Whitby grant funding. Approvals/declines will deploy this week/next week
  - ii. The next meeting will be held in April
- c. Central Counties Tourism Symposium: The WTDC will be a platinum sponsor for the event on March 2nd. Board members are to advise Jeremy if they'd like to attend.

## **10. Next Meeting – March 3, 2026, Ashburn Room**

## **11. Adjournment**

- a. Moved by: Sarah Kostadinov
- b. Seconded: Sarah Klein
- c. Meeting adjourned at 5.01pm

The minutes of January 21st 2026, meeting of The Whitby Tourism Development Corporation have been approved:

Jeremy Giles Date: March 18 2026

Chair

Sarah Kostadinov Date: March 18th 2026

Secretary