



WHITBY TOURISM DEVELOPMENT CORPORATION (“WTDC”)

MEETING OF THE BOARD OF DIRECTORS

Meeting Minutes

Date: June 15, 2026

Time: 9:00am

Location: Whitby 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 #4 (2026) – Whitby Tourism Development Corporation

1. Welcome and Call Meeting to Order

Jeremy Giles called the meeting to order at **9:05 am** and confirmed that all board members and officers were present

2. Land Acknowledgement

Jeremy Giles has read the land acknowledgement

3. Approval of Agenda

- Moved by: [Adriana Barbary](#)
- Seconded by: Sarah Klein
- Carried: Yes

4. Declaration of Conflict of Interest

- a. None

5. Adoption of Minutes

- a. Board Meeting – [March 10, 2026](#)
- b. Motion: [Adriana Barbary](#)
- c. Seconded: Sarah Klein
- d. Carried: Yes

6. Communications

- Administrative Coordinator introduction
 - Intro of Alisha who started last week as the board's part time administrative coordinator.
 - Sarah Klein is to provide access to SharePoint

7. Other Business

- Marketing and Promotions Committee – Interkom presented phase 1 of the RFP proposing various logo designs and marketing campaign concepts
 - **Campaign Direction 1; *Start here, stay here***
 - Targeted toward the high value traveler
 - Councillor Steve Lee made a suggestion to perhaps use “Explore” vs “Stay” to avoid getting stuck on assuming the “Stay” portion of this tagline assumes folks will be staying for only for restaurant/hotel.
 - Sarah Klein likes the simplicity of logo #1
 - Jeremy likes the call to action having a two step destination
 - Sarah Kostadinov liked how this concept gets at all of the pillars within the RFP
 - Fuwing likes the nod to hotels
 - **Campaign Direction 2: *Highlighted*** looked at the Whitby flag and the various brands and icons that we see across Whitby.
 - Tagline “It can only happen here”
 - Logo symbol: Starburst highlight
 - Flags mentioned:
 - Can this tag line be applied to other municipalities?

- Sarah Klein and [Sarah Kostadinov](#) were not a fan of this concept
- **Campaign Direction 3: *Be Curious*.**
 - Brand logo represents all brand pillars “Be hungry, Be Curious Be Daring”
 - Sarah Klein likes how this concept provides the board with the most amount of options and freedom. She did mention that most people won’t understand the triple “W” logo and to keep the logo to the bottom right hand version which showcased a simpler “W”
 - The logo currently has too many colours
 - Jeremy commented how he was drawn to the call to action of this concept
 - Councillor Steve Lee likes that we can use this concept to promote destinations that make Whitby a one stop location but can also link to a two step destination as well.
 - [Sarah Kostadinov](#) mentioned that this concept allows the board to hone in on the pillars of the Whitby Tourism Development Corporation and bring those to life visually.
 - The consensus amongst this concept is that the board prefers this concept over any other presented.
 - Councillor Steve Lee also mentioned that this concept can grow long term and extend far past the initial go-to market campaign.
 - Adriana likes the creative potential with the wavy W but flagged that the font style comes across as too sharp and would prefer more founded font styles be presented.
 - **Next Steps:** Interkom to come back to the board with revised logo options, font styles, colour options. Once these are aligned upon, Interkom will develop the brand book and the marketing plan. The board also wants to see different logo iterations across the various assets

- **Campaign Direction 4: What Shapes Us** (Shape of Whitby - Vertical)
 - Councillor Steve Lee mentioned that the logo presented in this concept would be tough to use on small horizontal formats/letterheads. He also mentioned that he likes the concept of this option of “Find your escape” and perhaps it could be worked into a future campaign.
 - Sarah Klein mentioned that if you don’t know the story behind Whitby, the logo (vertical) won’t speak to everyone
 - Adriana mentioned that this logo gives off a Batman feel

8. Governance Update

- a. Nothing to report

9. Consideration of Items Requiring Discussion

- a. Chair Updates
 - i. AGM Recap – April 13, 2026
 - The AGM went well and all of the board’s items were passed through. There were questions around where the money is going, what are we doing with it but overall, everyone was generally very supportive.
 - ii. MAT recommendations and timing
 - Note that the board is currently only collecting from hotels/motels. If the board were to license from short term rentals, that will expand the ability to collect MAT’s (Airbnb). The board would need to get listening to do the collection and this kind of project would be best tackled in 2027.
 - Need to connect with ORHMA. They take a commission
 - The MAT increase to 5-6% is not something the board would pursue currently due to current economic conditions. Instead, the board will make a recommendation in early 2027 and propose a plan on short term rentals simultaneously. It is up to the council to set the MAT.

iii. Marketing campaign updates

- Billboard on the grenadier is over a 10 day promo window promoting Whitby tourism for the summer
- Canada travel magazine - there is a full 1 pager communicating the ignite campaign with 40K printed copies to various newspapers. Jeremy will present a hard copy at the next board meeting
- Home Sweet Home Festival is targeted to occur at the end of July with its digital campaign to begin at the beginning of July.

iv. Fieldgate Sports Complex – Grand Opening

- Soft launch will occur at the end of July. The plan is to use the complex for the Lacrosse Festival
- The grand opening will occur sometime in September. (early- mid) for community/grand opening
- All 11 community sports groups will all be at the Fieldgate Sports Complex
- The Whitby Tourism Development Corporation is a major sponsor of the event:
 - a. The board will have onsite-sport tourism packages and staffing presence

b. Treasurer Updates

- i. As a result of the 2025 Audit, the Board has established a policy requiring organizations that do not proceed with their approved event to return any funding received. To ensure this requirement is clearly communicated, the wording on the Board's website may need to be updated.
- ii. This policy applies specifically when an organization cancels its event. In such cases, the organization must either reschedule the event within one year or return the funds to the Board.

- iii. MAT update - From January to May, a total of \$246K has been collected, with \$228K reported in 2025. Spending is higher this year compared to last year, primarily due to Interkom-related expenses.

10. Other Business

a. Host in Whitby Grant Committee Updates

- i. Applications have seen a slight decline overall. The committee is discussing potential changes to the funding structure, including a tiered grant system and increasing some awards to as much as \$10,000, while maintaining an annual budget of approximately \$20,000 per quarter. Concerns were raised that organizations applying only 2–3 times per year may not have sufficient time to plan ahead.
- ii. To date, the committee has reviewed 8 applications in the fall intake, 8 in the January intake, and 8 in the April intake. Three applications have been received so far for the July intake, although additional funding may be awarded if a particularly strong event is proposed. The next committee meeting is scheduled for July 20.
- iii. To strengthen accountability and reporting, Alisha is now reviewing applications as they are received, including verifying event completion dates and final report submissions. The committee is also exploring ways to measure the impact of funded events one year after completion. Receipts are no longer required as part of the reporting process.

b. 2027 Town events

- i. **WTDC Event Participation Discussion:** The committee discussed increasing WTDC's presence at Town of Whitby signature events to help attract visitors and support the local

tourism and hotel industry. Potential initiatives include hosting promotional booths at events such as Harvest Fest and Home Sweet Home, sharing hotel and tourism information, running visitor contests, and promoting Whitby through WTDC's website, social media, newsletter, and email database.

- ii. The committee also discussed investing in branded event assets for 2027, such as a tent, flags, and tablecloths, to create a consistent presence at community events. Further discussion is needed regarding funding responsibilities and whether an MOU between the Town and WTDC would help clarify roles and promotional objectives.

11. Next Meeting – Sept 15, 2026, Ashburn Room

12. Adjournment at 10:45am

- a. Moved by Fuwing
- b. Seconded by Adriana Barbary
- c. Carried

The minutes of June 15th 2026, meeting of The Whitby Tourism Development Corporation have been approved:



Chair

Date: Oct 1/26

Sarah Kostadinov

Secretary

Date: October 3rd 2026