



WHITBY TOURISM DEVELOPMENT CORPORATION (“WTDC”)

MEETING OF THE BOARD OF DIRECTORS

Meeting Minutes

Date: March 3, 2026

Time: 3:30 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 #2 (2026) – Whitby Tourism Development Corporation

1. Welcome and Call Meeting to Order

Jeremy Giles called the meeting to order at **3:32pm** and confirmed that 5 board members and officers were present with Councilor Steve Lee joining the meeting shortly after it began via phone

2. Land Acknowledgement

Jeremy has read the land acknowledgement

3. Approval of Agenda

- a. Moved by: Sarah Klein
- b. Seconded by: Adriana Barbary
- c. Carried: Yes

4. Declaration of Conflict of Interest

- a. None

5. Adoption of Minutes

- a. Board Meeting – January 21, 2026
- b. Motion: Adriana Barbary
- c. Seconded: FuWing
- d. Carried: Yes

6. Communications

- a. AGM report & presentation
 - i. The AGM has been moved to **April 13th from 7pm-9pm**. This meeting will be a regular committee/council meeting with the AGM being an agenda item.
 - ii. Fuwing sent over the auditor's complete report regarding the financial statements on **Saturday, March 7th**. The board will discuss and possibly approve this report during the March 10th board meeting
- b. Administrative Coordinator job description review
 - i. The board reviewed the job description and revisions are underway. Once finalized, the posting will go live by **March 13**, with applications closing **March 31** (open for ~2.5 weeks).
 - ii. The Administrative Coordinator will be a part-time employee of the WTDC, will use the WTDC email temporarily, and the domain setup is currently being explored.
 - iii. **Sophia** will support social media promotion and the **TAO job board**; **Adriana** will review additional shared job boards, and **Sarah Klein** will coordinate with Sophia on creative and copy to promote the posting.
- c. CCT Symposium review
 - i. The WTDC was the presenting sponsors (highest honor) at the recent CCT Symposium
 - ii. The CCT team is working on a post event report which will include various KPI's such as impressions gained, social post/newsletter

impressions/tags/traffic report etc. to communicate the value to sponsors

- iii. The keynote speaker was quite engaging and Sophia from the town spoke and launched the brewery passport program
- iv. One of CCT's goals for 2027 is to ensure it remains fresh, engaging and competitive. Destination Pickering is the presenting sponsor for 2027's CCT Symposium next year

7. Governance Update

- a. The proposed MAT TAX increase will be brought for the meeting **April 13th**

8. Consideration of Items Requiring Discussion

- a. Chair Updates

- i. Event sponsorship opportunities

1. Aufgusshow – Thermea Spa May 26th-May 28th 2026.

The WTDC board was a bronze sponsor in 2025 for an amount of \$1000. This event is a competition to see who can do the best towel ritual.

- 2. Motion to approve the WTDC's bronze sponsorship again in 2026:

- a. Motion : Sarah Klein
- b. Second: Sarah Kostadinov
- c. Carried: Yes

- 3. **Whitby's Holiday Lights opportunity.** The proposed cost to participate in this monthly long opportunity would be approximately \$10k and this event runs from the **end of November to the first week of January**. This event is one of the largest tourism events in Whitby and is an opportunity for growth given the amount of natural tourism. The WTDC will review the sponsorship package as a first step before deciding if this opportunity is worth pursuing.

4. The WTDC will need to consider the difference between The Host In Whitby Grant Program vs on-going sponsorship opportunities along with the budget.

b. Treasurer Updates (councillor Lee existed at 4:11pm)

- i. Revenues: \$318K for 2025
- ii. Expenses: \$31,680.14
- iii. Will have \$431K in the bank (\$6K pre paid)

9. Other Business

a. Marketing and Promotions Committee –

- i. Jeremy provided an update to the board on Inkerkom's progress thus far. (9 stakeholder interviews will be conducted by the end of March 2026)
- ii. Interkom will also be visiting Whitby during the month of March to become more familiar with various tourism destinations.
- iii. A presentation will then occur which will consist of brand refinement / updated messaging pillars/guidelines etc.
- iv. The target for the campaign has been moved to early summer 2026.

b. Host in Whitby Grant Committee Updates

- i. Next Intake is set to occur for April 1st
- ii. Next Meeting will be April 14th
- iii. The two applications so far include Beach street theatre company and BIA christmas market

10. Next Meeting – March 10th 3:30pm Teams Meeting

- a. 3:30pm March 10th virtually
- b. AGM - April 13th 7pm-9pm in person provide link let them know closer to the date

11. Adjournment

- a. Meeting adjourned at 4:25pm
- b. Motion: Adriana Barbury
- c. Seconded: Sarah Klein

d. Carried

The minutes of March 3rd 2026, meeting of The Whitby Tourism Development Corporation have been approved:

Jeremy Giles Date: March 18th 2026
Chair

Sarah Kostadinov Date: March 18th 2026
Secretary