

DESTINATION DEVELOPMENT COMMITTEE MEETING

AGENDA

Wednesday July 26, 2023, 5:00 pm

Electronic Meeting via Zoom

<https://us02web.zoom.us/j/84984379886>

1. Call to Order

Chair to call the Meeting to order as soon after the hour fixed for the meeting as a quorum is present. Stating meeting type, date and time.

2. Amendments to the Agenda

Any changes, additions or deletions from the agenda shall be mentioned at this time.

3. Disclosure of Pecuniary Interest

It is the responsibility of each Member at a Meeting to identify any conflict of interest/pecuniary interest, as set out in the Municipal Conflict of Interest Act, in any matter that is the subject of consideration at the Meeting.

4. Confirmation of Previous Minutes

Confirmation of the previous minutes of the Committee. Motion shall be made to approve Minutes

A. Destination Development Committee Meeting– June 21, 2023.

5. Reports/Discussions

Items that require a decision and/or may be cause for debate to some extent.

A. Implementation Plan Review

i. 2023 Annual Schedule of Regular Meetings

ii. Tourism Asset Inventory

iii. Spring and Fall Business Owner Forums – Planning

iv. Pelee.org Tourism Section Audit

v. TWEPI Reports – Influencers update

vi. SWOTC Information Sharing –Federal Tourism Strategy

6. Notices of Motion

Notices of Motion shall be given in writing to the Clerk not later than 7 days prior to the next regular meeting so that the matter may be included in the agenda package for consideration and debate at the upcoming meeting.

Notices of Motion introduced during a Meeting will be read out to the Members, and recorded in the Minutes, but will be placed on the agenda for the next Meeting unless time sensitive or in an emergency.

7. Unfinished Business

When an item is brought back for discussion from a previous Meeting, it shall be placed under “Unfinished Business”.

8. Recognitions and Announcements

Opportunity for any Township or community recognitions or announcements to be made.

A. Member Resignation

9. Adjournment

Chair shall adjourn Meeting.



DESTINATION DEVELOPMENT COMMITTEE MEETING

MINUTES

WEDNESDAY, JUNE 21, 2023

3:00PM

In Person Meeting at Pelee Island Winery Pavilion

Members of Committee: Mayor Cathy Miller
Councilor Sherri Smith
Alyssa Dreiman-Staples
Melissa Malloch
Danielle Truax
Melissa Malloch - ABSENT

Members of Administration: Township Administrator & Clerk Kristine Horst
Administrative Assistant Cassie Hamill

Others Present: Lynnette Bain Vice - President Destination Development at
Tourism Windsor Essex Pelee Island
Gordon Orr - Chief Executive Officer at Tourism Windsor
Essex Pelee Island
Jason Toner - Director of Marketing & Communications at
Tourism Windsor Essex Pelee Island

1. CALL TO ORDER

Mayor Cathy Miller called the Destination Development Committee Meeting to order at 3:01 p.m. with all members present.

2. AMENDMENTS TO THE AGENDA

- A. Addition of Item 6. B., 2023 Committee Meeting Schedule.
- B. Addition of Item 9. A. Member Resignation

3. DISCLOSED OF PECUNIARY INTEREST

There were no disclosures of interest.

4. Confirmation of Previous Minutes

Resolution 2023-DD03

Moved By: Alyssa Dreiman-Staples

Seconded By: Councilor Sherri Smith

That the May 17, 2023 Destination Development Committee Minutes BE ADOPTED.

CARRIED

5. Presentations

A. Tourism Windsor Essex Pelee Island

i. Destination Development Overview

Gordon Orr and Lynnette Bain introduced TWEPI and provided information about Destination Development.

6. REPORTS

A. Pelee Island's Destination Development Plan Review

Mayor Cathy Miller reviewed the Destination Development Plan

B. Tourism Asset Inventory Update

Mayor Cathy Miller provided an overview of the Tourism Asset Inventory.

C. 2023 Committee Meeting Schedule

Mayor Cathy Miller and committee members agreed upon meeting once a month.

7. NOTICE OF MOTION

There are no notices of motion.

8. UNFINISHED / NEW BUSINESS

There was no unfinished / new business.

9. RECOGNITIONS AND ANNOUNCEMENTS

A. Member Resignation

Mayor Cathy Miller announced the resignation of Cherie Dillen.

10. ADJOURNMENT

Destination Development Committee Meeting adjourned at 4:13 p.m.

**Catherine Miller,
Mayor**

**Cassie Hamill,
Administrative Assistant**

 THE CORPORATION OF THE
Township Of Pelee
THE CORPORATION OF THE TOWNSHIP OF PELEE
REPORT NO. 2023-01 CH

| | |
|-------------------------------------|---|
| Author's Name: Cassie Hamill | Report Date: July 18, 2023 |
| Resolution #: | Date to Committee: July 26, 2023 |

To: Members of the Destination Development Committee

Subject: 2023 Annual Schedule of Regular Meetings

1. RECOMMENDATION:

It is recommended that:

1. The report from the Administrative Assistant dated July 18, 2023 on 2023 Regular Meetings of Committee **BE RECEIVED**;
2. One meeting per month from August to December, 2023, be held electronically, **BE APPROVED**; and
3. The 2023 Annual Schedule of Regular Meetings **BE ADOPTED** as presented.

2. BACKGROUND:

As per the Committee's Terms of Reference, the Destination Development Committee will meet monthly or as needed. The meetings may be in-person or electronically and will always be open to the public. If a member is not able to participate in a meeting, that member can speak to the Chair in advance so that the Chair can share the member's perspective at the meeting. That member may also submit written comments or documentation in advance of the meeting. Submissions required for a meeting that are made after said meeting will not be considered for decision-making. Municipal support to host meetings electronically, create, post and circulate agendas per Procedural By-Law 2022-47.

3. DISCUSSION:

It is recommended that the Destination Development Committee consider utilizing section 4 of the Procedural By-Law, which allows for the conduct of electronic meetings.

The proposed schedule would allow for the third Wednesday of each month and would be held electronically via Zoom from August to December.

All Destination Development Committee meetings, will be held at 5 p.m.

The 2023 Regular Meeting dates and locations for the Destination Development Committee consideration are as follows:

| Regular Meeting of Committee Date | Location |
|--|-----------------------------|
| Wednesday August 16, 2023 | Electronic Meeting via Zoom |
| Wednesday September 20, 2023 | Electronic Meeting via Zoom |
| Wednesday October 18, 2023 | Electronic Meeting via Zoom |
| Wednesday November 15, 2023 | Electronic Meeting via Zoom |
| Wednesday December 20, 2023 | Electronic Meeting via Zoom |

6. CONCLUSION:

Once approved, Administration will proceed to post all Regular Meetings of the Destination Development Committee for public viewing in accordance with paragraph 3.12 of the Procedural By-Law.



Cassie Hamill
Administrative Assistant

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IMPLEMENTATION PLAN



DRAFT IMPLEMENTATION PLAN

The Pelee Island Destination Development Plan was created to set the course for the Township’s tourism industry efforts, and consists of the following vision, mission, values, goals, objectives, and strategic actions upon which the Implementation Plan has been built.

Vision Statement:

Pelee Island is an authentic, natural tourism destination with a resident and visitor community committed to sustainable relationships between people and the Island.

Mission Statement:

To develop and enhance opportunities for Pelee Island to grow as a unique tourism destination that supports a sustainable relationship between businesses and the resident and visitor community.

Values:

-
- Authenticity / Identity
- Collaboration
- Community Leadership & Engagement
- Connections
- Cultural Heritage
- Economic Sustainability
- Environmental Stewardship
- Partnerships
- Resilience

Goals and Objectives

| Pillars | Goals | Objectives |
|--|--|---|
| Governance & Administration / Partnerships | Established destination management network | <ul style="list-style-type: none"> • Establish a model to foster relationships between tourism businesses, regional partners, the municipality and visitors. • Create a visitor-friendly tourism business environment |
| | Strong communication channels | <ul style="list-style-type: none"> • Establish a coordinated approach to sharing destination related information between government, not-for-profit and private operators |
| Infrastructure | Enhanced tourism | <ul style="list-style-type: none"> • Develop and maintain sustainable amenities, infrastructure, and both |

| | | |
|---------------------------------|---|--|
| | support infrastructure | on & off-island transportation options that meet with visitor needs |
| Product Development & Marketing | New and enhanced tourism product and experience offerings | <ul style="list-style-type: none"> • Create a strategic approach to sustainable product & experience development in line with seasonality issues and evolving tourism trends. |

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| Goal #1 | Established destination management network | | | |
|---|--|------------------------|---------------|------------------------------|
| Objective #1 | Establish a model to foster relationships between tourism businesses, regional partners, the municipality and visitors | | | |
| Actions | Partners (Lead in Bold) | Time Frame | Priority | Budget \$ |
| 1. Establish a Destination Development Plan Implementation Committee made up of municipal and community stakeholders that will transition the Plan into action | Pelee Destination Development Implementation Plan Project Steering Committee | Immediate | Critical | N/A |
| 2. Present the Plan to the Council to ensure they are aware of and in agreement with the Plan | Third party consulting firm Destination Development Plan Implementation Committee ("DDPIC") | Immediate | Critical | \$500 |
| 3. Develop roles and responsibilities for a dedicated or shared tourism manager | DDPIC TWEPI, SWOTC, Mainland municipalities, regional First Nations communities | Immediate | Critical | N/A |
| 4. Appoint/hire tourism manager to lead and champion Destination Development Plan initiatives | DDPIC Municipal Council, funding partners, Canada Summer Jobs program | Short-term | Critical | \$45,000 (Janice to confirm) |
| 5. Strengthen off-island tourism partnerships (i.e. TWEPI, SWOTC, individual businesses, etc.) and determine opportunities for shared resources | Tourism Manager | Short-term and ongoing | High priority | N/A |
| 6. Build relationships with indigenous communities (i.e. Caldwell First Nation), including destination development for Pelee Island | Tourism Manager | Short-term and ongoing | High priority | N/A |
| 7. Foster relationships with mainland communities (i.e. Sandusky, Leamington, Kingsville, Windsor) and look for opportunities | Tourism Manager | Short-term and ongoing | High priority | N/A |

| | | | | |
|---|---|------------------------|-----------------|------------------|
| to partner on tourism initiatives | | | | |
| 8. Work with local businesses and event planners to coordinate communication and messaging | Tourism Manager | Short-term and ongoing | High priority | \$5,000 |
| Objective #2 | Create a visitor-friendly tourism business environment | | | |
| Actions | Partners (Lead in Bold) | Time Frame | Priority | Budget \$ |
| 1. Consolidate a list of tourism business practices needing improvement (i.e. operational hours) | Tourism Manager DDPIC, THFEDC | Short-term | High priority | N/A |
| 2. Investigate forming a tourism business association | Tourism Manager THFEDC, local businesses | Medium-term (Year 1-2) | High priority | N/A |
| 3. Manage tourism workforce and volunteer requirements (e.g. central job posting site) | Township Communications Dept. Tourism Manager, local businesses | Medium-term | Medium priority | tbc |
| 4. Initiate a visitor friendliness training program to educate new and existing business operators on the importance of visitor friendliness and sharing best practices, and to provide resources | Tourism Manager THFEDC, TWEPI, SWOTC, third party advisor | Medium-term | High priority | \$25,000 |
| 5. Host a bi-annual Tourism Business Forum to review implementation progress for the Destination Development Plan and visitor friendliness training program, and to focus on celebrating successes, keeping operators up to date, sharing best practices, building industry capacity and encouraging a unified industry | Tourism Manager Township Communications Dept., DDPIC, THFEDC, local businesses, TWEPI, SWOTC, Mainland municipalities, regional First Nations communities | Short-term | Critical | \$2,000 |

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|----------------|--------------------------------------|
| Goal #2 | Strong communication channels |
|----------------|--------------------------------------|

| Objective | Establish a coordinated approach to sharing destination related information between government, not-for-profit organizations, and private operators | | | |
|---|--|------------------------|---------------|-----------|
| Actions | Partners (Lead in Bold) | Time Frame | Priority | Budget \$ |
| 1. Review and update current marketing and communications relative to Pelee Island provided by off-island tourism partners (i.e. TWEPI, SWOTC, etc.) | DDPIC Township Communications Dept., TWEPI, SWOTC, Mainland municipalities, regional First Nations communities | Immediate | Critical | N/A |
| 2. Create a dedicated tourism website with a member portal and visitor interface | Third party web/marketing agency DDPIC, Township Communications Dept., funding partners (i.e. TWEPI, SWOTC) | Immediate | Critical | \$50,000 |
| 3. Leverage partnerships with on and off-island partners, including the NCC and other on-island businesses; and TWEPI, SWOTC, ITO and Destination Ontario off-island, for marketing and promotion opportunities | DDPIC Township Communications Dept. | Short-term and ongoing | High priority | N/A |
| 4. Undertake a destination marketing and communication strategy, aligning with regional and provincial tourism partners | Third party marketing agency Tourism Manager, THFEDC, Township Communications Dept., TWEPI, SWOTC, ITO and Destination Ontario, on and off-island businesses | Medium-term | Critical | \$30,000 |

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| Goal #3 | Enhanced tourism support infrastructure |
|---------|---|

| Objective | Develop and maintain sustainable amenities, infrastructure, and both on & off-island transportation options that meet with visitor needs | | | |
|---|--|------------------------|-----------------|-----------|
| Actions | Partners (Lead in Bold) | Time Frame | Priority | Budget \$ |
| 1. Develop and maintain sustainable amenities (i.e. water fountains, garbage bins, weather shelters, washrooms) | Township Administration, THFEDC, | Short-term and ongoing | High priority | TBC |
| 2. Improve support infrastructure (i.e. walkways, bike paths, trail supports, etc.) | Township Administration, THFEDC, | Short-term and ongoing | High priority | TBC |
| 3. Initiate West Dock beautification project | MTO, Township Planning dept, THFEDC, | Short-term and ongoing | High priority | TBC |
| 4. Work with OSTC to increase day-tripper ferry hours (priority: Saturday/Sunday, followed by Thursday/Friday) | Tourism Manager Township Planning dept., Town Council, local businesses | Short-term and ongoing | Medium priority | N/A |
| 5. Improve on-island transportation options for visitors | Township Administration, THFEDC | Medium-term | High priority | TBC |

| Goal #4 | Market-ready tourism products and experiences | | | |
|---|--|------------------------|-----------------|-----------|
| Objective | Create a strategic approach to sustainable, market-ready product & experience development in line with seasonality issues and evolving tourism trends. | | | |
| Actions | Partners (Lead in Bold) | Time Frame | Priority | Budget \$ |
| 1. Establish and maintain a Tourism Product & Experience Inventory | DDPIC Tourism Manager (once appointed), local businesses | Immediate and ongoing | High priority | N/A |
| 2. Ensure Pelee Island businesses have support for product and experience building and understand how to leverage existing marketing resources to promote their products and experiences | Tourism Manager Mainland tourism organizations, THFEDC, TWEPI, SWOTC, ITO and Destination Ontario, | Short-term and ongoing | Medium priority | \$5,000 |
| 3. Develop visitor profiles that match product/experience groups | Tourism Manager TWEPI, SWOTC | Medium-term | High priority | N/A |
| 4. Incorporate visitor profile findings with tourism inventory to create digital itineraries for Pelee Island tourism website | Tourism Manager Township Communications Dept., TWEPI, SWOTC | Medium-term | High priority | N/A |
| 5. Grow tourism businesses that are compatible with the natural environment (i.e. nature & wellness tourism, indigenous experiences, cycling tourism, Dark Sky tourism, etc.) | Tourism Manager THFEDC, local businesses | Long-term and ongoing | Medium priority | N/A |
| 6. Continue to work with the Nature Conservancy of Canada (“NCC”) on trail development within their land holdings, and to promote the importance of ecotourism and outdoor recreation on Pelee Island | Tourism Manager NCC, Township Planning Dept., local businesses | Long-term and ongoing | Medium priority | N/A |

CBRE VALUATION & ADVISORY SERVICES

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Tourism Asset Inventory

| Accommodation | 2019 Units | 2020 Units | 2023 Units |
|---|-------------------------------|-----------------|-------------------------------------|
| Motel/Inn | Rooms | Rooms | Beds |
| Anchor & Wheel Inn (Closed 2022) | 15 | - | - |
| The Main Station (Opened 2022) | - | - | 20 |
| The Wandering Dog Inn | 9 | 9 | 14 |
| The Westview Motel (Closed 2021) | 9 | 9 | - |
| Kiki's Westview Motel (Opened 2022) | - | - | 28 |
| Total | 33 | 18 | 62 |
| Campgrounds / Trailer Park | Sites | Sites | Sites |
| Anchor & Wheel Inn (Closed 2022) | 15 sites + tent camping | - | - |
| The Main Station (Opened 2022) | - | - | 27 trailer sites + 12 tent sites |
| East Park Campground | 25 | 25 | 24 |
| Total | 40 | 25 | 64 |
| B&Bs | Rooms | Rooms | Beds |
| The Island Cottage B&B | 2 | 2 | |
| Lucky Stone Beach House B&B (closed) | 3 | 3 | - |
| Pelee Lake Muse B&B | 2 | 2 | 1 |
| The Gathering Place | 3 | - | 4 |
| Stone Hill B&B (Closed) | 4 | - | - |
| At the Farm Table B&B (Closed) | 3 | - | - |
| Driftwood Bed and Bagel (Closed) | 2 | 2 | - |
| Homeward Bound B&B | 2 | 2 | 1 |
| Total | 21 | 11 | 6 |
| Cottage Rentals | Cottages | Cottages | Beds |
| The Westview Motel Cottage | 1 | 1 | |
| Driftwood Bed & Bagel Cottage Rentals | 3 | 3 | |
| Cottage House | 2 | 2 | |
| On Pelee Time | 1 | 1 | 6 |
| Amazing Sunrise Cottage | 1 | 1 | 6 |
| Barefoot Cottage Stone House | 1 | 1 | 2 |
| Barefoot Bungalow | 1 | 1 | 3 |
| Beach Cottage | 1 | 1 | 3 |
| Beach House on Pelee | 1 | 1 | 5 |
| Boxwood Cottage | 1 | 1 | |
| The Cruise Inn Cottage North | 1 | 1 | 4 |
| The Cruise Inn Cottage South | - | - | 6 |
| The Beach Escape Cottage Rental | 1 | 1 | |
| Homeward House Island Retreat (closed 2023) | 1 | 1 | - |
| Lake Muse Cottage Rental | 1 | 1 | 4 |
| Pelee on the Rocks | 1 | 1 | 4 |

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|---|---|---|---|
| Pelee Island Escape Cottage Rental | 1 | 1 | |
| The Bird House Cottage | 1 | 1 | 4 |
| The Turtle & Hare Cottage | 1 | 1 | 3 |
| Sheridan Place Pelee | 1 | 1 | 5 |
| Vin Villa Estates - Cottage Rental | 1 | 1 | |
| Carolyn's Cottage | 1 | 1 | 3 |
| Judy's Cottage | 1 | 1 | 5 |
| Family Cottage | 1 | 1 | 5 |
| Foxden on the Beach | - | - | 3 |
| Nisi Villa South | - | - | 7 |
| Summers Breeze | - | - | 8 |
| 96 North Shore Road Front | - | - | 4 |
| 96 North Shore Road Back | - | - | 4 |
| Once Upon an Island | - | - | 4 |
| Stay with Janet | - | - | 1 |
| Due South | - | - | 5 |
| Sunset on Pelee Island | - | - | 3 |
| Forest & Feather | - | - | 6 |
| Jill & Henry | - | - | 7 |
| Dockside B | - | - | 6 |
| Mermaid on Lorain | - | - | 5 |
| Pelee North Shore Inn | - | - | 5 |
| East Beach Escape | - | - | 5 |
| Shores of Lake Erie (Patsy Lane) | - | - | |
| Pelee Cabana | - | - | 5 |
| Sandy Sunrise Beach Retreat | - | - | 3 |
| I'd Rather be Fishing (35 old vineyard) | - | - | |
| Dream Catcher Lake House | - | - | 5 |
| Bongo House | - | - | 6 |
| Weekend Retreat at the Kabin | - | - | 4 |
| North Sunset Getaway | - | - | 5 |
| Old Vineyard Vacation | - | - | 4 |
| The Island Cottage 1061 | - | - | 2 |
| The Island Cottage 1065 | - | - | 2 |
| Harmony House | 1 | 1 | 7 |
| North Shore Place | 1 | 1 | |
| Waterfront, Finest sand swim beach, Cul-De-Sac, Lorain Lane | 1 | 1 | |
| R-Runaway on the Lake | 1 | 1 | 5 |
| Modern Family-Friendly Cottage on Pelee Island | 1 | 1 | |
| Renovated North Shore Craftsman, Lakefront | 1 | 1 | |
| Cedar House | 1 | 1 | 4 |
| Eagle's Landing - Pelee Island Beachfront Cottage | 1 | 1 | 6 |
| Henderson Family Cottage | 1 | 1 | 2 |
| Kates Place on the Beach | 1 | 1 | 7 |
| Healing Waters Retreat | 1 | 1 | 5 |
| Living Waters Cottage on the Beach | 1 | 1 | |

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|--|-----------------------|-----------------------|--------------|
| Travis & Lauries Pelee House | 1 | 1 | |
| Total | 39 | 39 | 213 |
| Food & Beverage | Seats | Seats | Seats |
| Pelee Island Winery Pavilion | 60 | - | |
| The Westview Tavern | 50 | 50 | |
| Anchor & Wheel Restaurant (Closed 2021) | 40 | - | - |
| The Dog and Goat (Open 2022) | - | - | |
| The Bakery (Closed 2022) | 10 + Picnic Tables | 10 + Picnic Tables | - |
| Pelee Island Coneheads | Grab & Go | Grab & Go | Grab & Go |
| Stonehouse 1891 | 395 | - | |
| Taco Shack | Grab & Go | Grab & Go | Grab & Go |
| Filling Station Ice Cream | Grab & Go | Grab & Go | Grab & Go |
| Scudder Beach Breakfast Bar (Open 2023) | - | - | |
| Total | 545 | 50 | |
| Nature/Heritage/Attractions | Open | Open | Open |
| Pelee Island Winery Pavilion | X | | X |
| FishPoint Provincial Nature Reserve | X | X | X |
| Lighthouse Point Provincial Nature Reserve | X | X | X |
| Stone Road Alvar Complex Nature Reserve | X | X | X |
| Pelee Island Bird Observatory | X | X | X |
| Pelee Island Heritage Centre | X | X | X |
| Vin Villa (Incl. Hulda's Rock) | X | X | X |
| Sunset Beach (CLOSED) | X | - | - |
| East Park Beach | X | X | X |
| Great Lakes Waterfront Trail | X | X | X |
| Swallow Haven Farm (Organic Farm sponsored by Pelee Island Winery) | X | X | X |
| Mission Hall Sanctuary on Ruggles Run | X | X | X |
| Pelee Island Adventures | - | - | X |
| Butterfly Sanctuary | - | - | X |
| Total | 12 | 10 | 11 |
| Recreation/Transportation | Open | Open | Open |
| Pelee Island Airport | X | X | X |
| Comfortech Bicycle Shop (Closed 2022) | X | X | - |
| Chante Fishing Charters | X | X | X |
| Pelee Island Charters | X | - | X |
| Explore Pelee | X | X | Coach Tours |
| Scudder Marina | X | X | X |
| MTO West Dock | X | X | X |
| The Pelee Shop (Open 2022) | - | - | X |
| Pelee Adventures | - | - | X |
| Total | 7 | 6 | 8 |

| Retail | Open | Open | Open |
|---|--------------|--------------|-------------------|
| Pelee Island Artworks | X | X | X |
| The Treasure Emporium (PERMINATLY CLOSED) | X | - | - |
| Down the Lane Clothing Boutique | X | - | - |
| Sassy Magpie Studio & Shoppe | X | - | - |
| Co-op Gas Station/General Store | X | X | X |
| One of A Kind Pelee | - | - | X |
| Total | 5 | 2 | 2 |
| Festivals & Events | Month | Month | Month |
| Spring-Song: A Celebration of Birds and Birding | May | - | May |
| Canada Day Parade & Fireworks | June | - | June |
| Pelee Half Marathon | June | - | June |
| Artworks Uncorked | July | - | - |
| Island Unplugged Music Festival | August | - | - |
| Pheasant Hunt | Oct-Nov | - | Oct-Nov |
| Stone & Sky Music & Arts Series | Multiple | - | Multiple |
| Nature Events | Various | - | Various |
| Walking Tours | Various | - | Various |
| Total | 9 | 0 | 7 |
| Transportation | | | Passengers |
| Pelee Islander 2 | - | - | 1740 |
| Pelee Island Charters | - | - | 8 |