



THE CORPORATION OF THE

Township Of Pelee

DESTINATION DEVELOPMENT COMMITTEE MEETING

AGENDA

Wednesday Nov. 15, 2023, 5:00 pm

Electronic Meeting via Zoom

<https://us02web.zoom.us/j/81934368332?pwd=a3ppS0tTT3dtZStzczZfVUdmb3F4QT09>

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–October 11, 2023.

5. Reports/Discussions

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

A. 2024 Focus for Pelee Island Tourism Messaging

B. Facebook Group

C. Brochure Update from Admin

D. Social Media

E. Spring Open House dates

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. Recognitions and Announcements

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

8. Adjournment

Chair shall adjourn Meeting.



DESTINATION DEVELOPMENT COMMITTEE MEETING

MINUTES

WEDNESDAY, OCTOBER 11, 2023
5:00PM

Electronic Meeting via Zoom

Members of Committee: Mayor Cathy Miller
Councillor Michelle Taylor
Alyssa Dreiman-Staples
Melissa Malloch
Danielle Truax

Members of Administration: Administrative Assistant Cassie Hamill

1. CALL TO ORDER

Mayor Cathy Miller called the Destination Development Committee Meeting to order at 5:03 p.m. with all members present.

2. AMENDMENTS TO THE AGENDA

There were no amendments to the agenda.

3. DISCLOSED OF PECUNIARY INTEREST

There were no disclosures of interest.

4. CONFIRMATION OF PREVIOUS MINUTES

Resolution 2023-DD07

Moved By: Alyssa Dreiman-Staples

Seconded By: Danielle Truax

That the Sept. 20, 2023 Destination Development Committee Minutes BE ADOPTED.

CARRIED

5. REPORTS/DISCUSSIONS

A. Review & Takeaways of the Business Owner Forum

Mayor Cathy Miller asked the committee members what they thought on the outcome of the open house. The committee members discussed the benefits of the forum.

B. Survey Summary

Mayor Cathy Miller summarized the survey results from the Business Owner Forum.

C. Newsletter or Facebook Business Group

Mayor Cathy Miller suggested to make a Pelee Island Business Closed Facebook Group to help businesses on Pelee Island.

D. Visitor Education Themes & Assets

Mayor Cathy Miller discussed different ways to educate visitors (tourism website, website chat bot and kiosk on ferry)

A Business Open House is being planned for May to help businesses obtain correct information to be good ambassadors for Pelee Island.

6. NOTICES OF MOTION

There were no notices of motion.

7. RECOGNITIONS AND ANNOUNCEMENTS

There were no recognitions or announcements.

8. ADJOURNMENT

Destination Development Committee Meeting adjourned at 6:05 p.m.

**Catherine Miller,
Mayor**

**Cassie Hamill,
Administrative Assistant**