



THE CORPORATION OF THE

Township Of Pelee

DESTINATION DEVELOPMENT COMMITTEE MEETING

AGENDA

Wednesday January 17, 2024, 5:00 pm

Electronic Meeting via Zoom

<https://us02web.zoom.us/j/81670912577?pwd=eDRzVnZreHJidm9qaGtZZnpaSmRUZz09>

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–November 15, 2023.

5. Reports/Discussions

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

A. 2024 Annual Schedule of Regular Meetings

B. 2024 Brochure Status Update

C. Chair report for approval

D. Staycation Expo

E. Ferry - Visitor Information discussion

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, NOVEMBER 15, 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 5:02 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-DD08

Moved By: Alyssa Dreiman-Staples

Seconded By: Councillor Michelle Taylor

That the October 11, 2023 Destination Development Committee Minutes BE ADOPTED.
CARRIED

5. REPORTS/DISCUSSIONS

A. 2024 Focus for Pelee Island Tourism Messaging

Mayor Cathy Miller discussed what the Pelee Island Tourism focus should be (birding, hunting, fishing, outdoors, beaches, vineyards etc.)

B. Facebook Group

Mayor Cathy Miller asked the committee members to add themselves as well as anyone with a business on Pelee Island to the Pelee Island Tourism Operators Facebook Group.

C. Brochure Update from Admin

Cassie Hamill provided timelines for the brochure. Members made suggestions on what information should be added to the brochure. Mayor Cathy Miller mentioned that the brochure only works if all the businesses participate to help educate the tourists.

D. Social Media

Mayor Cathy Miller asked the committee members to give 12 ideas for social media posts.

E. Spring Open House Dates

Mayor Cathy Miller asked if the previous date May 9th, 2024 at 2pm-3:30pm still worked.

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 5:42 p.m.

**Catherine Miller,
Mayor**

**Cassie Hamill,
Administrative Assistant**

The Corporation of the Township of Pelee
 DESTINATION DEVELOPMENT COMMITTEE
 RESOLUTION

Date: January 17, 2024

Resolution 2024 – DD01	
Moved by:	Seconded by:

“Be it resolved that the Destination Development Committee hereby confirm the committee minutes from November 15, 2023.”

RESOLUTION RESULT	RECORDED VOTE		
CARRIED		YES	NO
DEFEATED			
DEFERRED			
REFERRED			
PECUNIARY INTEREST DECLARED			
RECORDED VOTE (SEE RIGHT)			
WITHDRAWN			
CHAIR - MAYOR CATHERINE MILLER	ADMINISTRATIVE ASSISTANT – CASSIE HAMILL		

<p>The above is a certified to be true copy of resolution number 2024 –</p> <p>Cassie Hamill Administrative Assistant</p>
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 THE CORPORATION OF THE
Township Of Pelee
THE CORPORATION OF THE TOWNSHIP OF PELEE
REPORT NO. 2024-01 CH

Author's Name: Cassie Hamill	Report Date: December 18, 2023
Resolution #:	Date to Committee: January 17, 2024

To: Members of the Destination Development Committee

Subject: 2024 Annual Schedule of Regular Meetings

1. RECOMMENDATION:

It is recommended that:

1. The report from the Administrative Assistant dated December 18, 2023 on 2024 Regular Meetings of Committee **BE RECEIVED**;
2. One meeting per month from February to December, 2024, be held electronically, **BE APPROVED**; and
3. The 2024 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 January to December.

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

The 2024 Regular Meeting dates and locations for the Destination Development Committee consideration are as follows:

Regular Meeting of Committee Date	Location
Wednesday February 21, 2024	Electronic Meeting via Zoom
Wednesday March 20, 2024	Electronic Meeting via Zoom
Wednesday April 17, 2024	Electronic Meeting via Zoom
Wednesday May 15, 2024	Electronic Meeting via Zoom
Wednesday June 19, 2024	Electronic Meeting via Zoom
Wednesday July 17, 2024	Electronic Meeting via Zoom
Wednesday August 21, 2024	Electronic Meeting via Zoom
Wednesday September 18, 2024	Electronic Meeting via Zoom
Wednesday October 16, 2024	Electronic Meeting via Zoom
Wednesday November 20, 2024	Electronic Meeting via Zoom
Wednesday December 18, 2024	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

CH

The Corporation of the Township of Pelee
 DESTINATION DEVELOPMENT COMMITTEE
 RESOLUTION

Date: January 17, 2024

Resolution 2024 – DD02	
Moved by:	Seconded by:

“Be It Resolved that the Council of the Township of Pelee hereby receive the report from the Administrative Assistant – 2024 Annual Schedule of Regular Meetings Report Number 2024-01 CH.”

RESOLUTION RESULT	RECORDED VOTE		
		YES	NO
CARRIED			
DEFEATED			
DEFERRED			
REFERRED			
PECUNIARY INTEREST DECLARED			
RECORDED VOTE (SEE RIGHT)			
WITHDRAWN			
CHAIR - MAYOR CATHERINE MILLER	ADMINISTRATIVE ASSISTANT – CASSIE HAMILL		

The above is a certified to be true copy of resolution number 2024 –

Cassie Hamill
 Administrative Assistant

 THE CORPORATION OF THE
Township Of Pelee
THE CORPORATION OF THE TOWNSHIP OF PELEE
REPORT NO. 2024-02 CM

Author's Name: Mayor Cathy Miller	Report Date: December 18, 2023
Resolution #:	Date to Committee: January 17, 2024

To: Members of the Destination Development Committee

Subject: Destination Development Committee 2023 Chair Report

Committee Role

To support Council and Administration in executing directives as outlined in the 2021 Destination Development and Implementation Plan with a focus on visitor education, infrastructure to support visitors, and promotion of safe enjoyment of the island.

Responsibilities

Provide general guidance and lend expertise to specified actionable items as provided for in the Destination Development Plan and other emergent matters as needed. Champion visitor experience to Pelee Island and represent Pelee Islands best interest in all matters.

Review of 2023 activities:

- Tourism Asset Inventory completed and ready to update annually.
- Fall Tourism Business Owner Forum held, Spring 2024 planned for May 9.
- Tourism Business Owner Facebook Group created for open Business to Business communication.
- Focus on Visitor Education:
 - o OMAFRA grant for Wayfinding applied for – unsuccessful.
 - o Met w/ OSTC re: Visitor information counter with wrap signage and potential for up to 4 posters.
 - o Tourism friendly website remains main priority – funding required.
 - o Updated video for Ferry.
 - o Brochure continues to be relevant, need greater uptake to benefit all.
- The Destination Development Committee submitted comments for STR consultation.
- The Destination Development Committee submitted feedback on applying for provincial funding for Scudder Marina redevelopment plan.
- TWEPI Staycation Expo late April – planning to attend, display required.
- 2024 Tourism Focus – Trails and Beaches, Visitor Education.

The Corporation of the Township of Pelee
 DESTINATION DEVELOPMENT COMMITTEE
 RESOLUTION

Date: January 17, 2024

Resolution 2024 – DD03	
Moved by:	Seconded by:

“Be It Resolved that the Council of the Township of Pelee hereby receive the report from the Chair – Destination Development Committee 2023 Chair Report. Report Number 2024-02 CM.”

RESOLUTION RESULT	RECORDED VOTE		
		YES	NO
CARRIED			
DEFEATED			
DEFERRED			
REFERRED			
PECUNIARY INTEREST DECLARED			
RECORDED VOTE (SEE RIGHT)			
WITHDRAWN			
CHAIR - MAYOR CATHERINE MILLER		ADMINISTRATIVE ASSISTANT – CASSIE HAMILL	

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Cassie Hamill
 Administrative Assistant