



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.

Original Signed by:

**Catherine Miller,
Mayor**

Original Signed by:

**Cassie Hamill,
Administrative Assistant**