



DESTINATION DEVELOPMENT COMMITTEE MEETING

MINUTES

WEDNESDAY, JANUARY 17, 2024
5:00PM

Electronic Meeting via Zoom

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

Members of Administration: Administrative Assistant Cassie Hamill

Others Present: Members of the Public

1. CALL TO ORDER

Mayor Cathy Miller called the Destination Development Committee Meeting to order at 5:03 p.m. with all but 2 members present.

2. AMENDMENTS TO THE AGENDA

Addition 5.F Social media discussion.

3. DISCLOSED OF PECUNIARY INTEREST

There were no disclosures of interest.

4. CONFIRMATION OF PREVIOUS MINUTES

Resolution 2024-DD01

Moved By: Councillor Michelle Taylor

Seconded By: Danielle Truax

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

5. REPORTS/DISCUSSIONS

A. 2024 Annual Schedule of Regular Meetings

Cassie Hamill brought forward the 2024 meeting schedule.

Resolution 2024-DD02

Moved By: Councillor Michelle Taylor

Seconded By: Danielle Truax

That the report from the Administrative Assistant – 2024 Annual Schedule of Regular Meetings Report Number 2024-01 CH BE ADOPTED.

CARRIED

B. 2024 Brochure Status Update

Cassie Hamill updated the committee on the progress of the brochures.

C. Chair report for approval

Mayor Cathy Miller brought the Chair report to the committee members for approval.

Resolution 2024-DD03

Moved By: Danielle Truax

Seconded By: Councillor Michelle Taylor

That the report from the Chair – Destination Development Committee 2023 Chair Report. Report Number 2024-02 CM CH BE ADOPTED.

CARRIED

D. Staycation Expo

Mayor Cathy Miller discussed having a booth at the Staycation Expo in Windsor. Asked for ideas on themes and who would be able to help put it together.

E. Ferry Visitor Information discussion

Mayor Cathy Miller mentioned the kiosk on the ferry and to use the signs created for the Staycation Expo to be used in the ferry kiosk.

F. Social Media Discussion

Mayor Cathy Miller discussed needing to come up with posts for the Township of Pelee social media. The members are to work on coming up with 1 post a week.

6. NOTICES OF MOTION

There were no notices of motion.

7. RECOGNITIONS AND ANNOUNCEMENTS

Mayor Cathy Miller mentioned the Best of Windsor Essex Awards is live. To go on and nominate or vote on Pelee Island businesses to help with exposure.

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**