



DESTINATION DEVELOPMENT COMMITTEE MEETING

MINUTES

WEDNESDAY, APRIL 17, 2024
5:00PM

Electronic Meeting via Zoom

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

Members of Administration: Administrative Assistant Cassie Hamill

1. CALL TO ORDER

Mayor Cathy Miller called the Destination Development Committee Meeting to order at 4:59 p.m. with all but one member present.

2. AMENDMENTS TO THE AGENDA

Addition 5.C Letter to the Committee

3. DISCLOSED OF PECUNIARY INTEREST

There were no disclosures of interest.

4. CONFIRMATION OF PREVIOUS MINUTES

Resolution 2024-DD05

Moved By: Alyssa Dreiman-Staples

Seconded By: Melissa Malloch

**That the February 22, 2024 Destination Development Committee Minutes BE ADOPTED.
CARRIED**

5. REPORTS/DISCUSSIONS

A. May Open House: location, date & time, invitation (email & socials)

- i. Feedback from all on how starting the season / getting open, early Eclipse event was for them
- ii. Resources to promote events or happenings
 1. Pelee.org event calendar (free of charge)
 2. Drop anything special in Tourism Operators page so other businesses can cross promote and are aware
- iii. Roundtable of what Commercial Business Operators want to share that might be new for the 2024 season
- iv. Networking
- v. Takeaways – brochures (supply available on site) TWEPI Guides etc.

The committee decided the open house would be May 16 from 2:00pm-4:00pm at the Winery Pavilion. Invitations will be sent out to commercial businesses via email and posted on social media. The committee discussed what should be on the agenda for the open house.

B. Old Business, new business roundtable discussion.

The committee brought up the video that was shared on the Pelee Island Facebook page March 14th. They were happy that there was mostly positive feedback provided for visitors to know before they come to the island.

C. Letter to the Committee

A letter was sent to the committee regarding light pollution and not being designated as a Dark Sky destination. Mayor Cathy Miller discussed that the lights in question were for the staffs safety as the staff needs safe access 24/7.

6. NOTICES OF MOTION

There were no notices of motion.

7. RECOGNITIONS AND ANNOUNCEMENTS

- A. Danielle Truax has been hired as the Community Services Manager for the Township of Pelee, therefore as of April 2, 2024, has resigned as a committee member of the Destination Development Committee.

Mayor Cathy Miller discussed Danielle Truax's resignation and let the committee know the process of replacing 1-2 positions will begin.

8. ADJOURNMENT

Destination Development Committee Meeting adjourned at 5:35 p.m.

Original Signed By:

Catherine Miller,

Mayor

Original Signed By:

Cassie Hamill,

Administrative Assistant