



THE CORPORATION OF THE

Township Of Pelee

DESTINATION DEVELOPMENT COMMITTEE MEETING

AGENDA

Wednesday July 17, 2024, 5:00 pm

**Meeting at Royal Canadian Legion Branch 403
1169 West Shore Road, Pelee Island, N0R 1M0**

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–June 19, 2024.

5. Reports/Discussions

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

A. Administrative Assistant – Cassie Hamill

i. Report 2024 – 04 CH: Niagara Falls Tax

B. Tourism Asset Inventory Discussion

C. Visitor Information / Education Items Discussion

D. Leamington Chamber of Commerce Visit August 22 Discussion

E. Business Owner Toolkit 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.



THE CORPORATION OF THE

Township Of Pelee

DESTINATION DEVELOPMENT COMMITTEE MEETING

MINUTES

WEDNESDAY, JUNE 19, 2024

5:00PM

**Meeting at Royal Canadian Legion Branch 403
1169 West Shore Road, Pelee Island, N0R 1M0**

Members of Committee: Mayor Cathy Miller
Councillor Michelle Taylor
Alyssa Dreiman-Staples
Melissa Malloch
Troy Dunn
Emma Nolan

Members of Administration: Administrative Assistant Cassie Hamill

Others Present: Members of Public

1. CALL TO ORDER

Mayor Cathy Miller called the Destination Development Committee Meeting to order at 5:02 p.m.

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 2024-DD07

Moved By: Alyssa Dreiman-Staples

Seconded By: Michelle Taylor

That the May 15, 2024 Destination Development Committee Minutes BE ADOPTED.

CARRIED

5. REPORTS/DISCUSSIONS

A. New Members

Mayor Cathy Miller introduced the new appointed members Emma Nolan and Troy Dunn to the committee.

B. Celebrate Pelee Activities

Mayor Cathy Miller updated the committee on the Celebrate Pelee activities for Canada Day weekend. Events planned are fireworks, parade, baseball game, tug of war, kids crafts, OPP Marine unit and RCMP tours. The Mayor suggested everyone to look at the event calendar on pelee.org to view advertised events.

C. Half Marathon Feedback

Mayor Cathy Miller asked each member their feedback on the Half Marathon. The consensus from the committee members was that it went well and was organised.

D. Fish Point Visitor Amenities (Ontario Parks)

Mayor Cathy Miller updated the committee on the porta john and additional parking at Fish Point. She pointed out that this was a trial and are looking at having a permanent fixture in place. It was noted that there needs to be better amenities for tourists at Fish Point and the Lighthouse Point as many visitors spend a lot of time at these locations.

E. Updating the Tourism Asset Inventory

Mayor Cathy Miller asked each member to come back with information to update the Tourism Asset Inventory.

F. Municipal Accommodation Tax – Education Items / Resources

Mayor Cathy Miller provided information on the Municipal Accommodation Tax (MAT tax). This tax is applied to commercial and residential accommodations (Airbnb, VRBO). MAT tax is roughly 2-6% for short term rentals. This would not apply to long term rentals. The tax is applied like HST as an added charge to the renter (businesses would not absorb the fee). Mayor Cathy Miller updated that the money collected would be used for tourism and promoting tourism on the island. Committee member Melissa Malloch brought up Niagara Falls Tourist Tax on meals etc. Mayor Cathy Miller asked them to come back with more information and put together a report with administration for the committee as information.

G. Ferry Ridership Stats Update

Mayor Cathy Miller gave a few comparisons in regards to the ferry ridership. Up 6% in ridership from 2022-2023. April 2022 vs. April 2024 up 28%. May 2022 vs. May 2024 up 15% more sailings with 32% increase in ridership.

6. NOTICES OF MOTION

There were no notices of motion.

7. RECOGNITIONS AND ANNOUNCEMENTS

Mayor Cathy Miller recognized Emma Nolan and Troy Dunn as the newly appointed committee members.

8. ADJOURNMENT

Destination Development Committee Meeting adjourned at 5:40 p.m.

**Catherine Miller,
Mayor**

**Cassie Hamill,
Administrative Assistant**



THE CORPORATION OF THE
Township Of Pelee
THE CORPORATION OF THE TOWNSHIP OF PELEE
REPORT 2024-04 CH

Author's Name: Cassie Hamill	Report Date: July 8, 2024
Resolution #:	Date to Committee: July 17, 2024

To: Destination Development Committee

Subject: Niagara Falls Tourist Tax

1. RECOMMENDATION:

It is recommended that:

1. The Destination Development Committee receive this report as information.

2. BACKGROUND:

The Destination Development Committee had a meeting on June 19th, 2024. Municipal Accommodation Tax (MAT) was on the agenda. During the discussions about the MAT Committee members brought up potential to tax like Niagara Falls as they do in the restaurant businesses and charge a tourism fee. Mayor Miller asked the members to give their information on the Niagara Falls taxes to administration for a report at the next meeting.

3. DISCUSSION:

Niagara tourism tax, (DMF, Destination Marketing Fee):

- charged by businesses within a certain distance of the falls (not stated)
- not mandatory as it is NOT set forth by the government
- the amount charged is anywhere between 3-10%

4. CONSULTATIONS:

Destination Development Committee member Councillor Michelle Taylor provided information.

5. **CONCLUSION:**

The Destination Marketing Fee is not mandatory with no set fee/amount.

Cassie Hamill

Cassie Hamill
Administrative Assistant

CH

DEPARTMENTS/OTHERS CONSULTED:

Name:

Title: Email: