



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.

Original Signed By:

**Catherine Miller,  
Mayor**

Original Signed By:

**Cassie Hamill,  
Administrative Assistant**