



DESTINATION DEVELOPMENT COMMITTEE MEETING

AGENDA

Wednesday October 16, 2024, 5:00 pm

Electronic Meeting via Zoom

<https://us02web.zoom.us/j/82884736145?pwd=7GwJ4da6dlBj4CK4Br13LNNqkYcbb.1>

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—July 17, 2024.

5. Reports/Discussions

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

A. Spatial Engage Digital Community Engagement Mapping Platform Presentation

i. John Clarck: Vice President of Strategic Partnerships

B. Fall Open House Agenda

C. Review of updated Tourism Asset Inventory Spatial

D. Correspondence from J. Davies

E. Tourism Industry Association of Ontario Accessibility and the AODA Slide Deck October 2, 2024

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, JULY 17, 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 - ELECTRONIC
Melissa Malloch
Troy Dunn - ABSENT
Emma Nolan - ELECTRONIC

Members of Administration: Administrative Assistant Cassie Hamill

1. CALL TO ORDER

Mayor Cathy Miller called the Destination Development Committee Meeting to order at 5:00 p.m.

2. AMENDMENTS TO THE AGENDA

*Addition 5.F. Libro Credit Union Annual Grants Program.

3. DISCLOSED OF PECUNIARY INTEREST

There were no disclosures of interest.

4. CONFIRMATION OF PREVIOUS MINUTES

Resolution 2024-DD08

Moved By: Michelle Taylor

Seconded By: Melissa Malloch

That the June 19, 2024 Destination Development Committee Minutes BE ADOPTED.

CARRIED

5. REPORTS/DISCUSSIONS

A. Administrative Assistant – Cassie Hamill

- i. Report 2024 – 04 CH: Niagara Falls Tax

Administrative Assistant Cassie Hamill presented the report to the committee. Mayor Cathy Miller asked the committee if this is a topic that should be brought up at the next business forum.

Resolution 2024-DD09

Moved By: Michelle Taylor

Seconded By: Melissa Malloch

That the Destination Development Committee hereby receive the report from the Administrative Assistant – Niagara Falls Tourist Tax Report Number 2024-03 CH as information.

CARRIED

B. Tourism Asset Inventory Discussion

Mayor Cathy Miller discussed why the Asset Inventory is useful and why it is important to have.

C. Visitor Information / Education Items Discussion

Mayor Cathy Miller asked the committee for their thoughts on an additional rack card that the Township of Pelee would create with information the tourists should have. She asked the committee what they thought should be on the rack card and to have all additional suggestions to Administrative Assistant Cassie Hamill by July 31st.

D. Leamington Chamber of Commerce Visit August 22 Discussion

Mayor Cathy Miller updated the committee about when the Leamington Chamber of Commerce was going to visit. She asked if any of the committee members wished to join.

E. Business Owner Toolkit Discussion

Mayor Cathy Miller discussed what the Business Owner Toolkit would be and how it would help existing and new businesses that want to start up on the island. She mentioned the Libro Credit Union Annual Grants Program to get a grant for the toolkit.

F. Libro Credit Union Annual Grants Program

Mayor Cathy Miller asked if the committee wanted to support the grant for the committee with a resolution.

Resolution 2024-DD10

Moved By: Michelle Taylor

Seconded By: Alyssa Dreiman-Staples

WHEREAS the mission statement of the Pelee Island Destination Development Plan is to develop and enhance opportunities for Pelee Island to grow as a unique tourist destination that supports a sustainable relationship between businesses and the resident and visitor community.

AND WHEREAS the Township of Pelee has identified a knowledge gap in best practices, scaling up, financial acuity and business planning among its small seasonal business owner community.

AND WHEREAS the Township's goal is to create a Small Business owner Toolkit to connect current and new Pelee Island business owners to applicable legislation, by-laws, zoning, financial resources, hospitality best practices and relevant associations to build a stronger business backbone on Pelee Island and to provide this Toolkit to all business owners, updated internally annually, and redistributed at an annual Business Owners Forum held each Fall on Pelee Island.

AND WHEREAS through funding from the Libro Credit Union Annual Grants program, this toolkit will have the capacity to elevate island businesses in fostering pride of place, experiential development, and partnership opportunities while leaving an indelible mark on visitors.

THEREFORE BE IT RESOLVED that the Destination Development Committee hereby support the application from the Township of Pelee to the Libro Credit Union Annual Grants program to create a Small Business owner Toolkit.

CARRIED

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 5:43 p.m.

**Catherine Miller,
Mayor**

**Cassie Hamill,
Administrative Assistant**

Accessibility and the AODA: What Your TIAO Members Need to Know

Rory Burke, AODA Director and Shaima Al-Khalili,
Senior Program Advisor

October 2, 2024



Session Overview

- Why accessibility matters
- Accessibility for Ontarians with Disabilities Act, 2005 (AODA)
- Overview of the Integrated Accessibility Standards Regulation (IASR)
- AODA Modern Regulator Approach
- Accessibility and Tourism Sector
- AODA – Key Information to Remember
- Compliance Assistance, Tools and Resources

Why is accessibility important for business?



Why Accessibility Matters

- In 2022, 28% of Ontarians aged 15 and older, or 3.5 million people had at least one disability. This represents a 3.9 percentage point increase over 2017.
 - The largest increases have been in **mental health-related**, **learning**, and **seeing** disabilities, contributing the most to the rise in the Ontario disability rate
- It is estimated that more than 600,000 Ontario school age children and young adults have a disability.
- Yet people with disabilities continue to face tremendous barriers in accessing goods and services and participating in their communities and the workforce.
- Providing universal access to safe, inclusive and accessible goods and services ensures that everyone is able to participate and live to their full potential.
- Under the Ontario Human Rights Code, it is prohibited to discriminate on the basis of disability and persons with disabilities have the right to equal treatment in accessing services.

The AODA

- **Accessibility for Ontarians with Disabilities Act, 2005 (AODA)**
 - **Enabling legislation that allows the government to develop, establish and enforce standards, to make Ontario accessible, involving people with disabilities and various sectors of the economy.**

Overview of the Integrated Accessibility Standards Regulation

General Requirements

Common requirements under the regulation that cross standards.

Customer Service

Providing accessible goods, services and facilities.

Employment

Ensuring accessibility through the employment lifecycle.

Design of Public Spaces

Helping remove barriers in public spaces.

Information and Communications

Creating, providing and receiving accessible information and communications.

Transportation

Making passenger transportation services accessible.

Modern Regulator Approach

The Ministry assists organizations in understanding and complying with their accessibility requirements by offering tools, resources and other supports.

Compliance with the AODA and its standards in regulation is the law in Ontario.

Common reasons organizations are found non-compliant include:

- They don't know what they need to do.
- They have misunderstood what they need to do.
- They don't think they have the resources to implement the requirements.

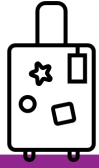


**Help Us
Help You**

Organizations are accountable, and non-compliance may result in enforcement actions.

- Organizations are encouraged to reach out to us directly.
- All obligated organizations (with 20+ employees) must file an Accessibility Compliance Report, according to the schedule set out for their sector. The Business and Non-Profit Sector reports every 3 years, with the last report due December 31, 2023.
- The next reporting period is in 2026 with reports due on December 31, 2026.

Accessibility and Tourism Sector



2,655 Administrative, Support, Tourism & Remediation Service Organizations in Ontario

176 Organizations Submitted an Accessibility Compliance Report

- 97% of these ACR submissions are compliant.

Since 2017, MSAA conducted 71 audits on 66 Travel Arrangement and Reservation Service Organizations

- 28 Attestation Audits
- 43 Verification Audits

49% of organizations were compliant at the initial assessment of a verification audit

Requirement with highest compliance:

- 191/11, s. 80.46 – 100% - Establishment of policies were one of the areas with the highest compliance sections

Accessibility Standards	Number of Requirements Assessed	Compliance Rate
Customer Service Standards	109	89%
Employment Standards	449	72%
Information and Communications Standards	63	64%
Integrated Accessibility Standards Regulation	173	70%
Design of Public Spaces Standards	5	0%
Total	700	73%

Requirement with lowest compliance:

- 191/11, s. 11 (2) – 47.1% Notify the public about the availability of supports in your feedback process

Accessibility for Ontarians with Disabilities Act



Enforcing Ontario's Accessibility Laws



Identify, remove and prevent barriers to inclusion for people with disabilities in Ontario



The AODA aims to develop, implement and enforce accessibility standards



AODA and the Building Code work together but serve different purposes



Education and Outreach to ensure organizations understand their obligations



Inspecting and auditing organizations to assess compliance and using proportional enforcement



Ensuring organizations submit their Accessibility Compliance Report



MSAA is a **Modern Regulator** focused on:

- User design & outcomes
- Risk-based
- Service excellence



Engaging with regulated entities across sectors, e.g., **Small business** compliance strategy



Leveraging **data** and **analytics** to make **evidence** based decisions and target **high-risk**

Why?

Ontario's Accessibility Legislation

What?

AODA Compliance Assurance Framework

How?

Modern Regulator & Strengthening Enforcement

Support, Tools & Resources

The Ministry offers online tools and resources to assist organizations in complying with the AODA.

Ministry Website

ontario.ca/accessibility – info on accessibility rules for organizations and resources and templates to help understand and meet requirements

[AccessForward](#)

Online, bilingual accessibility training modules, resources, guides and templates

Templates & Forms

For example, the [Accessibility Standards Checklist](#) helps orgs determine applicable requirements

See: [Central Forms Repository](#) for more

Service Ontario AODA Contact Centre

The AODA Contact Centre is also available to answer any questions you may have about the accessibility requirements and compliance:

Toll-free: 1-866-515-2025

TTY: 416-325-3408

Toll-free: 1-800-268-7095

Fax: 416-325-3407

Email: accessibility@ontario.ca

Questions and Survey

Tourism Industry Association of
Ontario (TIAO) Post-Presentation
Survey

