



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.

Original Signed By:

**Catherine Miller,
Mayor**

Original Signed By:

**Cassie Hamill,
Administrative Assistant**