

South Dundas Tourism Advisory Committee
MINUTES

Date: Monday, July 8, 2019

Time: 6:00p.m.

Location: Council Chambers, 34 Ottawa Street, Morrisburg, Ontario

1. Call to Order

The Meeting was called to Order at 6:02pm by Chair, Noreen Hyatt-Gervais.

2. Attendance

Donnie Bowes, Paul Dupuis, Noreen Hyatt-Gervais, Anne Presley, Tom Morrow, Ron Currie, Deputy Mayor Kirsten Gardner, Mayor Steven Byvelds and Rob Hunter.

Regrets: None

3. Confirmation of Agenda

Motion to amend the Agenda to include discussion item 'Train at Upper Canada Village' made by Donnie Bowes, seconded by Deputy Mayor Gardner. **CARRIED**

4. Approval of Minutes

Motion to approve the Minutes of the Committee Meeting held on May 9, 2019 made by Ron Currie, seconded by Deputy Mayor Gardner. **CARRIED**

5. Business Arising from the Minutes

The Committee was updated that the 'Missing Three Meeting Rule' is included in the Municipality of South Dundas' procedural bylaw and therefore, there is no need to amend the Committee 'Terms of Reference' for inclusion of such a rule.

6. New Business

A) Review and Adoption of the Tourism Strategy Session Document

The Committee reviewed the Tourism Strategic Planning document from the session held on June 6, 2019 with Erik Lockhart from Queens University. The Committee was happy with the document as is and made no revisions to it.

Motion to accept the document as submitted by Erik Lockhart and to use it as the guiding document for tourism for the next number of years made by Deputy Mayor Gardner, seconded by Tom Morrow. **CARRIED**

A2) Train at Upper Canada Village

The Committee had discussion regarding the Train at Upper Canada Village. Everyone agreed that a concerted effort should be made by the St. Lawrence Parks Commission to see it stay in South Dundas.

B) Quick Wins

The Committee discussed a quick win project of having Adirondack style Chairs at both the Morrisburg and Iroquois waterfronts.

The Committee discussed having 10 colourful chairs at both the Morrisburg waterfront and Iroquois waterfront. Funding would come from funding currently in the Tourism Budget. Cost of the project would be approx. \$2,000.00.

Motion to work with the Waterfront Committees and seek budgetary approval from South Dundas Council made by Anne Presley, seconded Deputy Mayor Gardner. **CARRIED**

C) Communication and Messaging

The Committee discussed Communication and Messaging and felt it was important to have a Tourism Marketing Plan developed for 2020. The Committee discussed having the Municipality contract out this task to someone in SDG that has knowledge and a track record with development of Tourism Marketing Plans. Motion to have the Mayor and Economic Development Officer to reach out to such a person and discuss this

possibility with them and report back to the Committee was made by Ron Currie, seconded by Deputy Mayor, Kirsten Gardiner. **CARRIED**

When briefly discussing Agenda items D and E that were deferred to the next meeting, the Committee briefly discussed Tourism Billboards and asked the Economic Development Officer to research Provincial programs for tourism-oriented billboards on Highway #401 and bring the information back to the Committee for discussion.

Agenda item D) Coffee with Council -Tourism Comments and E) Tourism Billboard were differed until the next Committee Meeting.

8. Next Meeting Date

The next meeting of the Tourism Advisory Committee will take place on Monday, August 12th at 7:00p.m. in Council Chambers.

9. Adjournment

Meeting was adjourned at 7:45p.m.