

South Dundas Tourism Advisory Committee
MINUTES

Date: Monday, August 12, 2019

Time: 6:00p.m.

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

1. Call to Order

The Meeting was called to Order at 7:01pm by Chair, Norene Hyatt-Gervais.

2. Attendance

Donnie Bowes, Paul Dupuis, Norene Hyatt-Gervais, Anne Presley, Ron Currie, Deputy Mayor Kirsten Gardner, Shannon Geraghty and Rob Hunter.

Regrets: Tom Morrow

3. Confirmation of Agenda

Motion to amend the Agenda to include discussion items Iroquois Locks, Cycle Tourism and AirBnB's made by Anne Presley, seconded by Deputy Mayor Gardner. **CARRIED**

4. Approval of Minutes

Motion to approve the Minutes of the Committee Meeting held on July 8, 2019 made by Paul Dupuis, seconded by Deputy Mayor Gardner. **CARRIED**

5. Business Arising from the Minutes

A) Communications and Messaging

The Committee discuss the 2020 Marketing Plan and contracting services the services out to Linda Wilson for the Development of the Plan. The Committee discussed having the following elements in the plan:

a) **Review of past Marketing Efforts**

To review past marketing efforts to capture items that make sense to continue to do in 2020

b) **Identification of Current Trends in Tourism**

Committee would like the to see identification of current trends that are happening in Tourism. To assists with the development of this section, the committee noted these following trends that they see:

- Current visitors – Older demographic – Younger Couples – Cyclists – Couples without children travelling with dogs – Boaters – Foodies
- Mixture of people using old-style hardcopy tourism materials and people using tourism on their phone as they travel

c) **Goals of the Plan**

In general, the Committee would like to see a plan that reflects the current trends, current visitors, but also new visitors leading to an increase of tourists visiting South Dundas. They believe that it is important to try to get people off Hwy #401 and into the villages.

They also believe that online marketing in January to provide information to tourists at that time when they are planning their vacations is important.

Other Goals:

Collaborative – partnerships that make sense

Capture people on Hwy #401

d) **Tourism Marketing Initiatives**

To help achieve the goals of the program the Committee suggested that consideration should be given to the following types of initiatives

- 1) Current in-house publications (Carmen House Museum, Upper Canada Region Map, Upper Canada Region History publication) – do we continue to do these
- 2) Municipal website – Visitor section – is there items missing?
- 3) Upper Canada Region website – maintain as is during 2020
- 4) Visitor Information Centre at the Onroute on Hwy#401 – Have Counties do this
- 5) What type of VIC is recommended to have in South Dundas in 2020, stand-alone not staffed, do we need a staffed VIC – if so, what would be the location and the timing
- 5) Radio Advertising – timing of the advertising, costing and recommended stations. Committee suggested a winter time campaign
- 6) Should we 'wrap' a trailer from Harland Veinotte Transportation – messaging and costing
- 7) Some sort of booth presents at Pumpkinferno and Alight at Night
- 8) Online Advertising – banner ads – timing and costing
- 9) Social Media – should we have a dedicated South Dundas Tourism Facebook page and Instagram Account? What type of things should be published on them and the timing?
- 10) Education program to help businesses to get their business on Google Maps. Perhaps a session in January 2020 to kick things off
- 11) Identification of partnerships that would make sense
- 12) Hwy #401 Billboards and wayfinding signage on Carmen Rd, County Rd #31 and County Rd #41 that will lead to villages

e) **Schedule of Activities and Rough Costing**

Plan to Include proposed schedule of activities and rough costing for the initiatives

Rob will meet with Linda Wilson and provide her the commentary from the Committee so she can develop a proposal that can go to Council on September 3rd to seek approval to engage her services.

B) Quicks Wins

Deputy Mayor Gardiner indicated that she received support for the Adirondack Chair initiative at both the Morrisburg and Iroquois Waterfronts. The group discussed getting costing for composite chairs to be able to take a recommendation to Council on September 3rd and have the chairs installed in early September in time to take tourism related photographs.

Ron Currie volunteered to get pricing of the composite chairs.

C) Tourism Billboards

Rob provided the Committee with an update on the 401 Tourism Billboard Sign Program from the Ontario Government. Billboards are \$2,400 each and the Committee would like to see one Eastbound and one Westbound installed as soon as possible.

Motion made to have a report go to Council on September 3rd to make use of the Tourism Billboard funding in the 2019 Economic Development Budget to have these signs produced and installed as soon as possible and to defer the Billboard at County Rd #41 and County Rd #2 until 2020 subject to 2020 Budget approval made by Anne Presley, seconded by Donnie Bowes.

6. New Business

a) Signature Event / Festival

Norene provided the Committee an update on a new event happening this year called the 'Seaway Folks Festival' that will see musical entertainment etc. She suggested that this event could be made larger in the future to become a signature event with numerous entertainment venues in the Municipality including a couple along the waterfronts.

The Committee thought this was an excellent idea and worthy of future discussion regarding further refinement and planning.

A motion was made to endorse the Seaway Folks Festival as a signature event that would include well-known signature musical acts and will need sponsorship by Ron Currie, seconded by Anne Presley.

b) Tourism Award

The Committee does want to see a 'Tourism Award' handed out as part of the 2019 South Dundas Business Awards Program.

Motion made to have a Tourism Award as part of the 2019 Business Award Program and that the criteria be provided to the Economic Development Committee and that the Economic Development Committee serve as adjudicators from this Award made by Deputy Mayor, Kirsten Gardiner, seconded by Paul Dupuis.

7. Other Items / Announcements

a) Iroquois Locks

The Committee discussed who has ownership of the Iroquois Locks area and if it was possible to see if they could beautify the area by cutting the grass that has grown quite long to the point that people in wheelchairs have difficult see ships in the lock.

The Committee also discussed the potential of seeing if there are volunteers interested to set up a 'Friends of the Iroquois Locks' group that could help with beautification efforts.

8. Next Meeting Date

The next Committee Meeting will take place on Monday, September 9th at 7:00p.m. in Council Chambers.

9. Adjournment

Meeting was adjourned at 9.26p.m.