

The North Channel Marine Tourism Council
Minutes of Webinar Meeting
Tuesday, January 24, 2017 • 11:00 a.m.

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| Present: | Stan Ferguson | Chair |
| | Marg Hague | Vice Chair |
| | Michael Erskine | Director |
| | Jim McCulloch | Director |
| | Betty Ann Dunbar | Director |
| | Pam Lortie | Secretary-Treasurer |
| Excused: | Bruce Ibbitson | Director |
| | Virginia McLeod | Director |

The Chair called the meeting to order at 11:04 a.m. and asked for disclosure of pecuniary interest and general nature thereof. None was disclosed.

This is a continuation of the meeting held on Tuesday, January 17, 2017. The agenda of January 17, 2017 was picked up at 6b)

- Betty Ann attended the Northern Ontario Tourism Summit in Sudbury in November 2016.
 - Good for tourism as a whole
 - Tourism Northern Ontario will support boating in the North Channel
 - Can use their current marketing tools that are available
 - Starting to realize that boating is important to tourism
 - Executive Director David MacLachlan – Betty Anne will ask if all of the NCMTC directors can obtain info. Betty Ann will forward info that she receives.
- Jim McCulloch attended the North Shore Economic Development Initiative in Bruce Mines in December
 - The Ministry of Northern Development & Mines (MNDM) started this initiative to fill a gap in getting information to this region.
 - They were challenged to deliver programs and were looking for a single point of contact group – regional outlook.
 - Recognize that tourism is a big pillar of economic development.
 - Everyone considered to be stakeholders was invited.
 - Have now formed a “next step team” to bring to fruition. Jim is on this committee. They met on January 10th and will be meeting again on February 15th.
 - Jim feels that the NCMTC should be involved.
 - The geographic area is Garden River to Massey-Sagamok
 - Working on defining what the organization should look like – Board representation, etc.
 - MNDM has funding to set up for approximately 3 years, with full-time staff.
 - Jim is willing to keep attending the meetings on behalf of the NCMTC

- Next meeting is March 8th, 2017, 10 a.m. in Iron Bridge – everyone is invited
- Pam gave an update on the web site redesign and walked the group through the development site provided by SOFA.
 - Will there be links to videos – Great Lakes, YouTube
 - Will there be a link to Facebook – could transfer pictures from Facebook
- AGM
 - Date – April 21 & 22
 - Location – Spanish
 - Possible Speakers – Tourism Northern Ontario - Dave MacLachlan, Carol Caputo, Donna McLeod
 - North of Superior
 - Boating Tourism in Ontario – Capitalize on the Opportunity – Panelists – Kevin Rose, Harbor Vue Marina, Kelly McAree, Killarney Mountain Lodge – Might be good for Friday night
 - Do up a draft agenda
 - Get agenda out early
- List of Scheduled Meetings
 - Marg and Betty Ann are both away on Feb. 21
 - Betty Ann away March 21
 - Change March 21 to web based
 - Remove April 18th – this will be done at the AGM
 - Change Nov. 21 to Spanish
 - Remove Dec. 19th
- Debbie Burant's resignation was discussed. Debbie was a very active member and her insightfulness will be greatly missed. Debbie will be sent a thank you card.
- The other vacancies on the Board of Directors were discussed. Both Killarney and Hilton Beach will be contacted to see if they have anyone interested in replacing Debbie and Pat Davey. It was suggested that a meeting schedule be sent with the request so that everyone knows what commitment is required.

Resolution #17-06

Moved by: Marg

Seconded by: Michael

Resolved that the North Channel Marine Tourism Council share the travel expenses with the Anchor Inn and The Town of NEMI to bring Roy Eaton from Florida to the Toronto Boat Show to promote the North Channel.

Carried

- This is Manitoulin – A ½ page ad has been offered free of charge by Manitoulin Publishing for publication in the 2017 This is Manitoulin, with a distribution of approximately 50,000. Pam will email something to Dave at expositor@manitoulin.ca for ad copy and will also request a contract.

Resolution #17-07

Moved by: Marg

Seconded by: Betty Ann

Resolved that the NCMTC accept the offer from Manitoulin Publishing for a free ½ page ad in the 2017 This is Manitoulin, with a contract being forwarded to the Secretary.

Carried

Michael presented a vision statement and mission statement for the Board's consideration. After some discussion, the consensus was the following:

Vision Statement: To establish the North Channel of Lake Huron globally as a premier marine tourism destination.

Mission Statement: Promote, preserve and market high quality water based recreation and tourism experiences in the North Channel of Lake Huron region through advocacy, partnerships, collaborations and product development.

Resolution #17-08

Moved by: Marg

Seconded by: Jim

Resolved that vision statement and mission statement, as drafted by Michael Erskine, be accepted, with minor revisions, and to be presented to the general membership at the AGM.

Carried

New Business:

We need to determine whether or not we have enough work to sustain a youth intern if we partner with MTA. The Secretary will draft a job description for the next meeting.

Resolution #17-09

Moved by: Marg

Seconded by:

Resolved that we do now adjourn to meet again on Tuesday, February 21, 2017 at 11:00 a.m. for a web based meeting or at the call of the Chair.

Carried

The meeting adjourned at 12:35 p.m.

Stan Ferguson, Chair

Pam Lortie, Secretary