

**South Dundas Tourism Advisory Committee**  
**MINUTES**

**Date:** March 18, 2021

**Time:** 10:00 a.m.

**Location:** Iroquois Civic Building, 1 Dundas St. Iroquois, ON

**1. Call to Order**

The Meeting was called to Order at 10:07 a.m. Vice-Chair, Donnie Bowes.

**2. Attendance**

Donnie Bowes, Paul Dupuis, Ron Currie, Deputy Mayor Kirsten Gardner, Norene Hyatt-Gervais (10.25 a.m.) and Rob Hunter.

Regrets: Sasha Hanson, Anne Presley

Guests: Rebecca Comfort, the Morrisburg Leader

**3. Confirmation of Agenda**

Motion to approve the agenda was made by Ron Currie and seconded by Deputy Mayor Kirsten Gardner. **CARRIED**

**4. New Business**

**A) Review of 2021 Budget**

Rob Hunter reviewed the 2021 Tourism budget and all items in it that had been passed by Council.

**B) Tourism App**

Rob updated the Committee on the development of the Tourism App and showcased the Badges for each location. Committee members asked that we use some of the advertising dollars in the Tourism Budget to promote the app.

The Committee would like to see some promotional signage that can be located at various venues to promote the app. Also, the Committee would like to have meeting on March 24<sup>th</sup> from 12noon to 1pm as a special meeting to discuss the rollout of the Tourism App. Kirsten asked Rob if he could please print out calendars for April and May and bring them to the meeting.

The Committee would like to do up a Promotional Video for the Tourism App at one of the App locations and have an older person and a younger child participate in the video.

Rob to ask James for a QR code that can be put on things to promote the app and encourage people to download it.

### **C) Pop- up Program**

Timing: Mid-June to Mid-Sept

Days of Operation: June & Sept: Friday, Saturday and Sunday

July & August: Thursday, Friday, Saturday and Sunday

Hours of Operation: 11:00a.m to 7:00p.m.

Shed rental fees: June & September \$25.00 plus insurance & HST

July & August \$35.00 plus insurance & HST

A one-page Sign-up sheet will need to be created

Pricing includes: rental fee and insurance (no license needed)

Placement of the Sheds: Rob and Kirsten will meet with Austin to discuss

Sheds: Rob / Kirsten and Austin to go to Winchester and meet with the contractor to discuss shed design.

### **D) Facemasks 2.0 and other Promotional Items**

Rob should speak to Collette at Seaway Embroidery and Bill at sports fix to get costing on a pale blue mask with Adirondack chair on it and the quotes and our small municipal logo in blue somewhere. The Committee also wanted to explore getting a bandana in pale blue with the Adirondack Chair logo on it and also reusable shopping bags.

### **E) Adirondack chairs**

Rob, Kirsten, and Austin to have a meeting to discuss the placement of current chairs and how to secure them.

Rob to order Qty 20 of the same chairs that were purchased from Costco the last time in the colours; Red, Blue, Yellow and Green.

Placement of these new chairs would be as follows:

Duncan park – 4  
Lockview Gift Shop at the Locks– 4  
Loyalist Park – 4  
Upper Canada Playhouse – 2  
Sherry's – 2  
Dundela Park – 2 (red in colour)  
Other location is TBD– 2

### **F) Art Contest Adirondack Chairs**

Rob provided the pricing for the wooden Adirondack chairs that he got from Dwayne at Home Hardware. The Committee asked Rob to work with Dwayne on program and making use of these chairs.

### **G) Events**

Discussion regarding events will be postponed to the next meeting on March 29<sup>th</sup>.

### **H) Christmas Committee**

The Tourism Committee would like to make the Christmas a sub-committee of the Tourism Committee to provide some assistance and some structure. Rob to contact Shannon to discuss this item.

### **I) South Dundas Tourism Facebook page**

The South Dundas Tourism Facebook page has over 1000 members and is doing well as we enter spring. Some people do not understand it is a tourism page and that only tourism posts related posts can be approved for posting on the page. It clearly states that only South Dundas Tourism related posts can be made on the page.

### **J) Connecting with other committees**

The Committee discussed having a networking meeting with the other related Committees. Norene said that she would be willing to hold a social-distanced networking get together at the winery. Timing to be discussed at the next full Tourism Meeting.

## **K) Welcoming Tourism Signs from 2020**

The Committee discussed the Welcoming Tourism Signs that were made last year and put up at various locations around South Dundas. The Committee asked Rob to ask the Transportation Department to please put up the signs during the first week of May. The sign on the westside of Iroquois is not to be put up as there were sightline issue concerns raised by a few residents.

## **5. Next Meeting**

The next Special Meeting Tourism Advisory Committee Meeting (Tourism App Rollout) will be on Wednesday, March 24<sup>th</sup> at 12noon following the Christmas Committee Meeting on the 3<sup>rd</sup> Floor of the South Dundas Municipal Building.

The next Regular Committee Meeting will take place on Wednesday, May 12th at 7:00p.m. via Zoom

## **6. Adjournment**

Motion to adjourn the meeting at 11:52 a.m. was made by Ron Currie and seconded by Paul Dupuis. **CARRIED**