

South Dundas Tourism Advisory Committee

Meeting held via Zoom

MINUTES

Date: May 27, 2021

Time: 7:00 p.m.

1. Call to Order

The Meeting was called to Order at 7:03 p.m. Chair, Norene Hyatt-Gervais

2. Attendance

Donnie Bowes, Ron Currie, Norene Hyatt-Gervais, Anne Pressley and Rob Hunter.

Regrets: Deputy Mayor Kirsten Gardner, Sasha Hanson and Paul Dupuis

3. Confirmation of Agenda

Motion to approve the agenda was made by Donnie Bowes and seconded by Ron Currie with two additions under Section 6 (a) Meeting Times and 6 (b) Upper Canada Village/Pumpkinferno Update. **CARRIED**

4. Approval of Minutes from March Meeting

Motion to approve the minutes of the Committee Meeting of May 12, 2021 was made by Anne Presley and seconded by Donnie Bowes. **CARRIED**

5. Business Arising from the Minutes

A) Tourism App Launch

Rob provided an update on the status of the App and Wednesday with June 23, 2021 will be the launch date. Rob also noted that the Press Conference will be a joint Press Conference with St. Lawrence College to help extend the reach in the media to help promote the Tourism App. The Committee agreed with the Morrisburg Waterfront being the first choice at the venue and the Upper Canada Playhouse as back up for weather.

The Committee discuss the MC for the event. It was suggested perhaps this could be the Deputy Mayor to allow the Mayor to fulfil the official role during the event or the possibility of having a Celebrity MC the event and Donnie mentioned he knew the host of a HGTV TV Show who might fit the bill. However, the Committee felt it was best to engage with the Mayor and Deputy Mayor regarding the agenda and personnel for the Press Conference.

The Committee members also are to provide Rob will a list of media contacts that they know to help to get the word out about the Tourism App launch.

B) Pop- up Program

Rob advised the Committee that once he has the insurance information, he will be able to complete the sign-up paperwork and move the program forward. The Sheds have been ordered and will be ready in Mid-June. The Committee stated that they view the project this year as a pilot program that will help work out any kinks.

C) County Rd #2 and #41 Billboard

Rob advised the Committee that the Billboard has been ordered by Shane Signs who was the lowest bidder and that the sign should be installed by the third week of June.

6. New Business

A) Meeting Times

Ron Currie asked if it was possible to have the Committee Meetings during the afternoon as he gets busy during the evening with the B and B. The Committee agreed that afternoon meetings would work for them and that they would set the next meeting to take place during an afternoon.

B) Upper Canada Village Pumpkinferno Display

In lieu of having a display made out of pumpkins this year due to lack of available materials. Dave at Upper Canada Village and the Deputy Mayor and EDO Hunter suggested that we have signage at the entrance to Pumpkinferno to promote the Tourism App and have pumpkins around the display. The Committee agreed this was a great idea.

7. Next Meeting

The next Committee Meeting will take place on Wednesday, June 16th at 1:00p.m. via Zoom.

8. Adjournment

Motion to adjourn the meeting at 8:15 p.m. was made by Donnie Bowes and seconded by Ron Currie. **CARRIED**