

South Dundas Tourism Advisory Committee
Meeting – Iroquois Civic Building
MINUTES

Date: September 8, 2021

Time: 6:30 p.m.

1. Call to Order

The Meeting was called to Order at 6:38 p.m. by Chair, Norene Hyatt-Gervais

2. Attendance

Norene Hyatt-Gervais, Paul Dupuis, Anne Presley, Deputy Mayor Kirsten Gardner, and Rob Hunter.

Regrets: Donnie Bowes and Ron Currie

3. Confirmation of Agenda

Motion to approve the agenda was made by Anne Presley and seconded by Kirsten Gardner. **CARRIED**

4. Approval of Minutes from June Meeting

Motion to approve the minutes of the Committee Meeting of August 19, 2021, was made by Anne Presley and seconded by Paul Dupuis. **CARRIED**

5. Business Arising from the Minutes

A) Joint Meeting

The Committee discussed the joint meeting with other Committees and still felt it was worth holding. The suggested timeframe is early November and will be held at Stonecrop Acres Winery.

B) Tourism App Advertising This Fall

The Committee discussed advertising the Tourism App this fall and felt it was best to run the advertising around a photo contest of 'In Your Fall Travels' and have folks post a

photo of themselves at one of the Tourism App Locations on the South Dundas Facebook page to be entered into a draw for some gift certificate prize packages (gift certificates/gift cards from local businesses) with 1st Place being \$300.00 in value, 2nd Place \$200.00 in value and 3rd Place \$100.00 in value.

Suggested places for the newspaper ads were Glengarry News, Cornwall Seaway News, Chesterville Record, Morrisburg Leader and Brockville Recorder and Times.

6. New Business

A) 2022 Planning

- i) The Committee discussed the idea of having a Pop – Up Shop Newcomers Welcoming Event in 2022. Purchase two Pop Up Tents with the South Dundas Logo on them for use for this event and at other events.
- ii) The Committee wants to shuffle the Pop-Up Shops around this fall to determine placement for 2022.
- iii) The Committee discussed hosting a indigenous event at the Iroquois Point.
- iv) The Committee discussed adding 6 locations to the Tourism App in 2022.
- v) The Committee discussed installing a 45th Parallel Sign on County Rd #31 north of Williamsburg as there are many travelers who seek out this type of place to stop and get a selfie with the sign.
- vi) The Committee discuss putting funds in the 2022 Budget to support some local events.
- vii) The Committee discussed putting funds in the 2022 Budget for Advertising online, in publications and newspapers.

B) Streetscape Beautification

The Committee wants to buy the street banners and banner brackets for the Morrisburg Streetscape this year for use in the spring of 2022. The Committee wants money to put into the 2022 budget for lighting displays for the roundabout.

C) South Dundas Tourism Facebook Page

The Committee is happy with the tourism Facebook page and would like to see us sponsor ads this fall around the Tourism App contest.

D) Adirondack Chairs

The Committee wants to order 4 Black, 4 Red, 4 Grey and 4 White Adirondack Chairs from Costco for delivery this fall. They will be placed at alternate locations next year.

E) My Main Street Funding Program

Rob discussed this upcoming funding program with the Committee and the Committee suggested some possible ideas to seek funding to beautify the Iroquois Roundabout, Brinston Intersection and Williamsburg Intersection along with banners in these two hamlets.

F) Highway #401 Sign

The Committee was shown the mockup for the Iroquois Hwy #401 Sign and liked it and thought it should go to Council. During discussion it was suggested to do the Morrisburg Hwy #401 Sign with the Adirondack Chairs photo and include this in the 2022 Budget.

G) TODS Signs

The Committee would like Rob to investigate if/when a Dog Park Tods sign might be available.

7. Next Meeting

The next Committee Meeting will take place on Monday, October 4th at 1:00p.m. in the Recreation Space on the 3rd Floor of the South Dundas Municipal Building located at 34 Ottawa Street in Morrisburg.

8. Adjournment

Motion to adjourn the meeting at 8:30 p.m. was made by Kirsten Gardner and seconded by Anne Pressley. **CARRIED**