

South Dundas Tourism Advisory Committee
Meeting – SDMC Council Chambers
MINUTES

Date: April 4, 2022

Time: 4:00 p.m.

1. Call to Order

The meeting was called to order at 4:05 p.m. by Chair, Norene Hyatt-Gervais

2. Attendance

Norene Hyatt-Gervais, Paul Dupuis, Deputy Mayor Kirsten Gardner, Donnie Bowes, and Rob Hunter.

Regrets: Steve Morrow and Anne Presley

3. Confirmation of Agenda

Motion to approve the agenda was made by Kirsten Gardner and seconded by Paul Dupuis. **CARRIED**

4. Approval of Minutes from Previous Meeting

Motion to approve the minutes of the Committee Meeting of March 8, 2022, was made by Donnie Bowes and seconded by Paul Dupuis. **CARRIED**

5. Business Arising from the Minutes

A) Streetscape Roundabout Lighting

Based on the last meeting, EDO Hunter presented two concepts for the Roundabout Lighting Displays. A motion was made by Deputy Mayor Kirsten Gardner and seconded by Donnie Bowes that EDO Hunter order the white snowflake design as presented.

CARRIED

B) Wine and Cheese Event

The Committee discussed the Wine and Cheese Event to be held in partnership with the Economic Development Advisory Committee at Stonecrop Acres Winery. Given the availability of the Winery, the event will be held on Thursday, May 19, 2022.

C) 2022 Advertising Ideas

EDO Hunter to meet with Donnie Bowes to discuss potential partnerships with the Upper Canada Playhouse and a joint radio advertising campaign between the Municipality and Tourism Businesses.

D) Bike Path Project

Deputy Mayor Kirsten Gardner provided an update to the Committee regarding the proposed Bike Path Project. There is momentum and this will provide South Dundas with another wonderful with tourism attraction.

E) My Main Street Program

EDO Hunter advised that an application that was made to the My Main Street Program to beautify the streetscapes in Williamsburg and Brinston was not approved. He is going to move forward with bringing a plan to Council given the funding that is available in the 2022 Budget for beautification in both Brinston and Williamsburg.

F) Pop Up Shops 2022 at the Farmer's Market

EDO Hunter discussed with the Committee that both he and the Municipal Clerk reviewed the Farmer's Market Bylaw and some minor tweaks to it will go to Council on April 25, 2022. A location meeting was held after the Tourism Meeting to discuss placement of the Pop Up Shops this year.

G) Indigenous Event

EDO Hunter reach out to Abram Benedict who is the Grand Chief of the Mohawk Council of Akwesasne to set up a meeting on either April 20th or April 21st to discuss this potential event.

6. New Business

A) Product Development

EDO Hunter circulated some information regarding a Tourism Product Development idea for the Committee to discuss. It was agreed that this time should be presented in the fall of 2022 for possible inclusion in the 2023 Budget.

B) Festival and Events

EDO Hunter discussed the prospect of hosting a special event with a special guest in the Municipality during the summer 2022. The Committee was pleased to hear about this unique opportunity and was in support. Motion made by Deputy Mayor Kirsten Gardner and seconded by Paul Dupuis to use funds in the Tourism Special Projects budget line of the 2022 Budget for this event. **CARRIED**

C) *Tourism Welcome Signage*

EDO Hunter discussed the Tourism Welcome Signs with the Committee and if they should go up again this year. The Committee agreed that they should go up and a motion was made by Paul Dupuis and seconded by Donnie Bowes to request the Transportation Department to install the signs in the same locations as they did in 2021. **CARRIED**

7. Next Meeting

The next Committee Meeting will take place on Tuesday, April 26th at 4:00p.m.

8. Adjournment

Motion to adjourn the meeting at 6:03 p.m. was made by Paul Dupuis and seconded by Kirsten Gardner. **CARRIED**