

**The North Channel Marine Tourism Council  
Minutes of Webinar Meeting  
Tuesday, March 21st, 2017 • 11:00 a.m.**

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

The Chair called the meeting to order at 11:06 a.m. and asked for disclosure of pecuniary interest and general nature thereof. Stan Ferguson and Michael Erskine declared on item 5 [c]– Manitoulin Tourism Association Traveler’s Guide.

**Resolution #17-13**

**Moved by:** Marg Hague

**Seconded by:** Mike Erskine

**Resolved that** the agenda for the meeting of March 21, 2017 be adopted as presented.

**Carried**

**Resolution #17-14**

**Moved by:** Marg Hague

**Seconded by:** Jim McCulloch

**Resolved that** the minutes of February 21st, 2017 be adopted as presented.

**Carried**

**Financial Report**

**Resolution #17-15**

**Moved by:** Marg Hague

**Seconded by:** Betty Ann Dunbar

**Resolved that** the Financial Report for the month ending February 28<sup>th</sup>, 2017 be accepted as presented.

**Carried**

The Secretary will confirm what the expense was for that was paid to Sofa Communications.

## **Membership Write off's**

### **Resolution #17-16**

**Moved by:** Marg Hague

**Seconded by:** Betty Ann Dunbar

**Resolved that Whereas** two memberships did not renew for 2016, therefore membership fees be written off for a total of \$300.00.

**Carried**

Stan and Mike Declared on the following:

### **Manitoulin Tourism Association-Lure Book and Map**

- Discussion took place on email information received from Shelba Millette, Director of Operations, Manitoulin Tourism Association

### **Resolution #17-17**

**Moved by:** Marg Hague

**Seconded by:** Jim McCulloch

**Resolved that** we purchase a ½ page format [map if possible-subject to copyright permission] in the Manitoulin Tourism Association-Lure Book, at a cost of \$850.00 plus HST.

**Carried**

### **Discussion AGM**

- The executive summary as prepared by Stoney Burton was provided to the Directors for their comment
- Mr. Burton is scheduled to present this summary at the upcoming AGM
- The Directors requested that the Page 9, which is referred to as “Seven Deadly Sins of Community Marketing” be removed from the executive summary.
- It was also the consensus of the Board to remove all of the pages from the original report from page 25 onward. It was felt that this was good information, but was not the work of the Directors that came out of the 2 day retreat. It was felt that this information could be used as reference material should the Board go ahead with some of the goals identified in the report.

### **Resolution #17-18**

**Moved by:** Jim McCulloch

**Seconded by:** Marg Hague

**Resolved that** the Executive Summary/Directors Retreat and Planning/October/November 2016 be accepted as presented, with removal of Page 9.

**Carried**

### **Update-Youth Intern Job Description**

- The Directors reviewed a draft “project” outline for a possible Youth Internship
- All Directors were asked to provide their comments to the Secretary

### **Resolution #17-19**

**Moved by:** Marg Hague

**Seconded by:** Mike Erskine

**Resolved that** the NCMTC apply for a Youth Intern, through FedNor, and that the project description for the Youth Intern be reviewed again by the Directors prior to the application being submitted.

**Carried**

### **Information:**

The following information was presented:

- (a) Update-Website
- (b) Update-Shopping Bag Program
- (c) Update-2017 Brochure/Pump Out Cards
- (d) Update-2017 Paid Memberships to Date

### **New Business**

Discussion took place on inquiring if there is a “Meeting Burner” available in Canada without a fee. Jim McCulloch has incurred expenses as a result of dialing in to our meetings. It was the consensus of the Board that Directors should not have to pay to participate in the meetings.

**Carried**

Radio Courses:

The Sudbury Squadron will be offering up courses this year as follows:

- Sudbury, Little Current, Killarney and Spanish if enough students-one day courses
- Cost per course is \$85.00
- Date for Sudbury course is Sat. April 22<sup>nd</sup>, 2017 9-4 p.m.
- Dates and locations for other courses to follow
- A memo will be sent to the membership once more information has been received.

### **Resolution #17-20**

**Moved by:** Marg Hague

**Seconded by:**

**Resolved that** we do now adjourn to meet again on April 21/22nd, 2017 for our AGM, in Spanish or at the call of the Chair.

**Carried**

The meeting adjourned at 12:30 p.m.

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Stan Ferguson, Chair

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Pam Lortie, Secretary