

**The North Channel Marine Tourism Council  
Minutes of Webinar Meeting  
Tuesday, June 13th, 2017 • 12:00 noon**

Present:	Stan Ferguson	Chair
	Pierre Paquette	Director
	Marg Hague	Director
	Michael Erskine	Director
	Brian Watkins	Director
	Laura McRae	Director
	Rick Borean	Director
	Mary Bray	Acting-Secretary
Excused:	Jim McCulloch	Director
	Karen Bittner	Director

The Chair called the meeting to order at 1:00 p.m.

**Resolution #17-33**

**Moved by:** Marg Hague

**Seconded by:** Mike Erskine

**Resolved that** the agenda for the meeting of June 13th, 2017 be adopted with the edition of the Disbursement sheet for the month of May, 2017.

**Carried**

**Resolution #17-34**

**Moved by:** Rick Borean

**Seconded by:** Mike Erskine

**Resolved that** the minutes of May 16<sup>th</sup>, 2017 be adopted as presented.  
Secretary advised Rick Boren has been shown as present.

**Carried**

**Resolution#17-35**

**Moved by:** Marg Hague

**Seconded by:** Mike Erskine

**Resolved that** the Disbursement Sheet for the period ending May 31<sup>st</sup>, 2017 be approved as presented.

**Carried**

## Correspondence-Action

The Directors reviewed the Report as prepared by Stoney Burton, during the Directors Planning Retreat. They were also provided with a copy of the Executive Summary which was presented at the AGM in April, 2017.

Stan gave a brief history on what has taken place in the past related to marketing. He would like to see a Marketing Committee formed. The following comments arose during the discussion:

- Use marinas for other activities then just boating
- Market marinas similar to “Discover Boating”-use municipal marinas for private users such as kayaking etc.
- Some marinas in the North Channel are self-sustaining while others are struggling
- Involve and encourage local citizens to utilize marina facilities
- More marinas are catering to the seasonal boaters versus transient-the private sector marinas appear to be full with transient traffic
- Seasonal boaters come May-October, whereby transient traffic is for a period of 4-6 weeks
- Gore Bay has over 50 seasonal boaters with surplus offsetting taxes
- Encourage members to turn marinas into more of a community
- Look at a marketing program to encourage seasonal boaters to move around between the various marinas in the North Channel
- The North Channel needs to be marketed as a destination [look at the “Passport” program]
- Change the way we do business
- Viewed pamphlet provided by Laura re: Dock Links-Canada’s Marine Network-[www.docklinks.ca](http://www.docklinks.ca)-Look at mirroring this program whereby we discount some of our services
- What is it that we have to offer-Killarney-private marina investing considerable dollars
- Killarney has a niche-fish stand
- Look at what we can do to fill our marinas
- Market is shifting from older demographics to middle age
- Look at a Marketing Campaign-“Explore North Channel-need more Seasonal Boaters to sustain us
- Invite David MacLachlan, Tourism Northern Ontario, to our September 19<sup>th</sup>, 2017 meeting in Spanish to discuss a marketing package from Killarney through to the Sault-encompassing the entire North Channel area-product development, passport, encouraging seasonal boaters to move around from marina to marina within the North Channel membership area. Apparently the TNO are working on marketing this area as well
- Look at developing a brochure promoting all our marinas within the North Channel and what we have to offer –check out the North Channel section of –Discover Georgian Bay The North Channel and Manitoulin Island –include customs information –will need sponsors, as well as grant funding along with front line staff to assist

## Correspondence-Information

### Youth Intern Application

- Pam is working on completing an application and recommends that we look at commencing the program in October with the intern working over the winter months to prepare for the 2018 boating season
- Include a Passport initiative in the application-we need to promote ourselves more than we do
- Three to four Directors to sit on an Ad Hoc Marketing Committee to see this through
- Look at producing an electronic version of all the brochures we are currently putting into the shopping bags-have this put onto a memory stick and distribute
- Looking at recruiting an intern with a marketing background

Ad Hoc Marketing Committee - The following volunteered to sit:

1. Laura McRae-Chair
2. Brian Watkins
3. Pierre Paquette

The above will get together to get this going with the bulk of the discussions and meetings commencing in the fall after our busy season

The Chair excused himself at 1:40 p.m. and turned the chair over to the Vice Chair, Pierre Paquette.

### New Business

Brian Watkins gave a brief update on his attendance at a recent meeting relating to customs. Not too much has changed. You need a passport or a nexus card, but all persons on board must have a nexus card to use this privilege.

**Motion-Notice of Motions - None**

### Resolution #17-36

**Moved by:** Marg Hague

**Seconded by:** Rick Borean

**Resolved that** we do now adjourn to meet again on July 18th, 2017 via a web based meeting commencing at 11:00 a.m. or at the call of the Chair.

**Carried**

The meeting adjourned at 1:50 p.m.

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Stan Ferguson, Chair

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Mary Bray, Acting Secretary