

The North Channel Marine Tourism Council
Minutes of Meeting
Tuesday, September 19, 2017 • 12:00 noon

Present:	Stan Ferguson	Chair
	Michael Erskine	Director
	Jim McCulloch	Director
	Karen Bittner	Director
	Laura McRae	Director
	Pam Lortie	Secretary

Excused:	Rick Borean	Director
	Marg Hague	Director
	Pierre Paquette	Vice-Chair
	Brian Watkins	Director

The Chair called the meeting to order at 12:15p.m. and called for disclosure of pecuniary interest and general nature thereof. None were disclosed.

Resolution #17-37

Moved by: Karen Bittner

Seconded by: Laura McRae

Resolved that the agenda for the meeting of September 19th, 2017 be adopted with the following additions:

6. (e) ShowSpan-4 major events coming up in 2018.

Carried

Resolution #17-38

Moved by: Jim McCulloch

Seconded by: Karen Bittner

Resolved that the minutes of June 13th, 2017 be adopted as presented.

Carried

Guests in Attendance:

- (a) Francoise Nadon-Initiatives Officer-FedNor-Innovation, Science and Economic Development Canada-to participate in discussion on Youth Intern Application
- (b) Scott Leclerc-Dock Links-to provide more details on the Dock Links Program
- (c) Richard Watts-Thessalon-Interesting in getting Thessalon renewing their membership with the NCMTC

Youth Intern-Application in Process-Fran Nadon

- Discussion took place on the pending application for a Youth Intern
- Marketing
- Differentiate from our last project application
- Funding up to 90% or \$31,500.00
- Passport initiative will form part of our application
- Have spoken to Pat Forrest
- Passport Anticipated Costs:
 - Tourism Northern Ontario \$6,000.00
 - EACFDC-\$2,000.00 Maximum
 - Sault CDC-\$2,000.00 Maximum
 - LAMBAC-no
 - NCMTC \$2,000.00
 - Contact Waubetek - To inquire if may be able to provide some funding for the passport program

The Youth Intern Application Process will take a three month approval period.

The NOHFC has no age limit and will fund 90% of wages only.

In application address the increase in US visitors and south of Muskoka visitors

Also include the generation of spending from outside of the region

Resolution#17-39

Moved by: Jim McCulloch

Seconded by: Mike Erskine

Resolved that the NCMTC participate in a “Passport Program” at the cost of \$12,000.00 with 50% funding from TNO and the Secretary being authorized to apply for additional funding through the Sault CFDC and the East Algoma CFDC.

Carried

Dock Links

- ✓ Cost, fuel, etc. are barriers to enticing visitors to the North Channel
- ✓ Dock Links program was designed to try to get people to travel
- ✓ It is like a CAA for boaters, without the towing aspect
- ✓ Aviva Insurance is the largest insurer of boats and is looking at participating in the program - provides added value to their members
- ✓ 60,000 policy holders @ \$29.99
- ✓ Partnered with affinity programs
- ✓ Goal to get more people into marinas/municipalities to spend money
- ✓ No cost to marinas-only discount to members
- ✓ 5% of all sales of memberships goes back to the marinas
- ✓ 60%-marinas with fuel discounts-40% marinas without
- ✓ Participate @ major boat shows-T.O./Detroit/Orillia

- ✓ Boat Show Display-promote marinas who participate
- ✓ Also promoted at Looper Rendezvous
- ✓ No obligation to give discount if marina is full
- ✓ Promote events to members/social media
- ✓ Switching to app based, rather than web based
- ✓ Partnered with Discovery Georgian Bay-ads will show if Dock Links accepted
- ✓ 19 Marinas currently participate
- ✓ Silver-St Amand, Britt 25% off transient boaters
- ✓ Membership \$59.99 over 24 feet, \$24.99 under 24 feet
- ✓ Currently 500 memberships
- ✓ Would look at giving all seasonal boaters a free membership
- ✓ No timeframe for marinas to sign in
- ✓ What is required from NCMTC? - endorsement to Council/Owners
- ✓ AGM-Scott Leclerc-Speaker
- ✓ Current member marinas are: 6 Diamond/3 Gold/10 Silver-all different
- ✓ Memberships run 365 days from date of purchase
- ✓ May eventually be able to track membership cards – where they check in

Resolution#17-40

Moved by: Karen Bittner

Seconded by: Jim McCulloch

Resolved that the NCMTC encourages all members to participate in the Dock Links Program; And further encourages all members to participate as a “Silver Package” whereby their marina offers a 25% discount on transient docking.

Carried

Richard Watts-Thessalon

- Stumbled upon our website-was not aware of our organization
- Thessalon Committee agreed to rejoin on a one-year basis but they want to see results
- Requires Council approval to rejoin NCMTC
- Richard sees from last presentation (Dock Links) that it is beneficial to be a member of the NCMTC
- Send minutes to Richard
- Membership costs were discussed

The membership rate structure will be discussed at a future meeting.

Correspondence-Action

Resolution#17-41

Moved by: Laura McRae

Seconded by: Mike Erskine

Resolved that the Disbursement Sheets for the period ending June 30th & July 31st, 2017 be approved as presented.

Carried

Resolution#17-42

Moved by: Jim McCulloch

Seconded by: Karen Bittner

Resolved that the Secretary inquire from Boating Ontario and/or Brelyn to confirm if they have any need for assistance at the Toronto Boat Show.

Carried

Jim McCulloch is interested in assisting at the Toronto Boat Show.

Karen will conduct some research on boat shows that take place over the winter and report back to the group.

4th Northern Ontario Tourism Summit - This workshop is being held in Thunder Bay on November 15th-17th, 2017.

Bring this back to the next meeting, October 17th, 2017 [webinar].

Renewal of Georgian Bay Magazine Ad:

Resolution#17-43

Moved by: Mike Erskine

Seconded by: Laura McRae

Resolved that we renew our ad in the Discover Georgian Bay The North Channel and Manitoulin Island Magazine for 2018, as follows:

1. Page 41, 42 and 43 at a cost of \$585.00 plus HST
2. TV Slide Show at the Toronto Boat Show at a cost of \$145.00 plus HST

Carried

Report from Marketing Committee

- The committee is scheduled to meet in the Fall

Correspondence-Information

- Boating Ontario-CEO Janet Bauer has departed –Rick Layzell has been appointed to operate the association
- Email-Ports Cruising Guides Cease Publication
- New Director for Northeastern Ontario Tourism
- Emails-Canadian Border Security Agents-approach to US boaters
- Updated Director's List
- Manitoulin Island Traveller's Guide 2017

New Business

Motion-Notice of Motions - None

Resolution #17-44

Moved by: Mike Erskine

Seconded by: Laura McRae

Resolved that we do now adjourn to meet again on October 17th, 2017 via a web based meeting commencing at 11:00 a.m. or at the call of the Chair.

Carried

The meeting adjourned at 3:10 p.m.

Stan Ferguson, Chair

Pam Lortie, Secretary