



Tourism Sault Ste. Marie Board Minutes

Tuesday, November 26, 2024

12:00

OPEN

Committee Members Present

YES	B. Barber	NO	N. Brash
YES	L. Foster	NO	G. Lacher
YES	D. Marini	YES	M. Porco
YES	R. Walker	YES	T. White
YES	K. Wyer		

Staff Resources Present

YES	B. Lamming	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)
YES	J. Ingram		

Guests

None

- 1. Meeting Called to Order** **12:05**
- 2. Roll Call**
- 3. Approval of Meeting Minutes from October 22, 2024**
Mover: D. Marini
Seconder: M. Porco
All in favour, Carried.
- 4. Declaration of Pecuniary Interests**
 - K. Wyer has declared a conflict with 8.c. Indigenous Land Symposium
- 5. Introduction of Deputy Chief Administrator Officer (CAO) – Brent Lamming** **12:52 – 13:14**
 - B. Lamming is the City of Sault Ste. Marie's new Deputy CAO of Community Development and Enterprise Services
- 6. Tourism Overview and Update** **12:07-12:17**
 - The tourism by-law was approved by City council.
 - Applications to become a member of the TSSM Board of Directors closes December 6th.
 - The City of Sault Ste. Marie has officially endorsed the Ontario Winter Games bid with a resolution and financial support of \$150,000 from the City share of Tourism MAT funds.
 - The trail to the Wishart Bridge has been completed by PreCambrian Natural Trail Surface.
 - Sinister Sports has announced that Sault Ste. Marie will host a 200-mile running race in July 2025.
 - A waterfront design presentation is scheduled to go to Council in Q1 2025.
 - Staff shared a video that was created in partnership with Destination Ontario, Destination Northern Ontario and Global TV
- 7. Financial Update** **12:17-12:19**
 - The financial update from Priddle-Luck was distributed to the board.
 - A request for quote (RFQ) for the 2024 tourism financial audit has been distributed.

L. Foster joined the meeting

12:19

8. 2025 Budget

12:19-12:52

- T. Anderson presented the 2025 tourism budget.

B. Lamming joined the meeting

12:28

9. Tourism Development Fund (TDF) Applications

13:14 –13:25

a. Searchmont Ski Runners

- The Searchmont Ski Runners (SSR) host three major alpine races during the 2025 season. The Mealey Classic in January, followed by the U16 OCUP Provincials and the Honda Cup both in March.
- The SSR are working on developing their portfolio of events to key destination drivers during winter months.
- Staff are recommending that the Tourism Sault Ste. Marie Board of Directors consider a funding recommendation of up to a maximum of \$6,000 to assist with Alpine Ontario Fee Northern Ontario Division Fees and costs associated with timing the athletes in association with the U16 Provincial Championships.

b. Ringette Ontario

13:25–13:33

- Alana K. noted she has a conflict as she is an Executive Member of the Sault Ringette Club Board. Josh Ingram presented this project to the Board.
- The 2025 Ringette Ontario A Provincial Championships is a sanctioned event under the Provincial Sports Body Ringette Ontario which welcomes 26 youth athlete teams to compete in divisions U14, U16A, U19A and 18+A divisions. An estimated 1,000 athletes will participate from the greater Ontario region.
- Staff is recommending a contribution of \$20,000 through the Tourism Development Fund-Conferences and Special Events Stream to assist with ice and official fees.

c. Indigenous Land Symposium

13:33-13:40

- The Indigenous Land Symposium is led by Wahkohtowin Development. The event is a 5-day symposium at brings together Indigenous and Non-Indigenous partners for innovation, collaboration, and the culture within sustainable forestry.
- It has outgrown the capacity of the previous venues and organizers are looking to move the event to a larger venue in Sault Ste. Marie. The committee has a strong marketing plan that involves partnerships with National Broadcasting stations and digital media exposure to the United States.
- Staff is recommending a contribution of \$5,000 through the Tourism Development Fund-Conferences and Special Events Stream to assist with venue and marketing fees.

10. Resolutions

13:47-13:53

a. 2025 Budget Approval

Be it resolved that the Tourism Sault Ste. Marie Board of Directors approve the 2025 budget as presented.

Moved by: D. Marini

Second by: K. Wyer

All in favour, Carried.

b. Searchmont Ski Runners -TDF

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$6,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Searchmont Ski Runners (multi-event) and a report be submitted to City Council for consideration and approval.

Moved by: T. White

Second by: R. Walker

All in favour, Carried.

c. Ringette Ontario - TDF

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$20,000 through the Tourism Development Fund- Conferences and Special Events Stream to support Ringette Ontario Provincial A Championships March 13-16, 2025 and a report be submitted to City Council for consideration and approval.

Moved by: K. Wyer

Second by: L. Foster

All in favour, Carried.

d. Indigenous Land Symposium - TDF

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$5,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Indigenous Land Symposium February 3-7, 2025 and a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: D. Marini

All in favour, Carried.

10. Next Meeting

Tuesday, December 17th, 2024 - 3:00pm at the Delta Waterfront.

11. Adjournment

13:56

Moved by: L. Foster

Seconded by: T. White

All in favour, Carried.