



## Tourism Sault Ste. Marie Board Minutes

Tuesday, April 16, 2024

12:00

**OPEN**

### Committee Members Present

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

### Staff Resources Present

NO	T. Vair	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)

### Guests

Jamie Hilsinger - Canadian Heritage Bushplane Center  
Chris Lee – Director of Operation - Entomica Insectarium

- 1. Meeting Called to Order** **12:05**
- 2. Roll Call**
- 3. Approval of Meeting Minutes from March 19, 2024**  
Mover: D. Marini  
Seconded: M. Porco  
All in favour, Carried.
- 4. Declaration of Pecuniary Interests**
  - R. Walker has declared a conflict with the Entomica Tourism Development Fund Application.
- 5. Tourism Overview and Update** **12:06-12:11**
  - The waterfront design concept has been updated with feedback from the stakeholders and community members. An additional workshop for board members is planned for August.
  - Results from the survey are available on the City of Sault Ste. Marie's website.
  - Tender for the Wishart Park Bridge Super Structure was posted. Tender for civil work will be posted at the end of April. Installation date set for September.
  - A special meeting of the board will be arranged to approve the bridge contract.
  - New partnership with the Agawa Canyon Train Tour and the Bushplane Canadian Heritage Centre has created activation on the Agawa Train for August 6 and 22, 2024.
  - The Municipal Accommodation Tax (MAT) collection for is trending slightly higher.
  - 2024-2025 Sault Ste. Marie Visitor Guide is set to be distributed in May.
- 6. Financial Update** **12:11-12:13**
  - The Tourism Sault Ste. Marie board has a financial statement that will be shared with the board.

**Jamie Hilsinger and Chris Lee arrive at 12:13**

**7. Tourism Development Fund**

**12:13-12:26**

**a. Entomica Insectarium**

- In 2023, Entomica requested \$75,000 to assist with operations.
- A newly established Management Agreement and Memorandum of Understanding between Entomica and the Canadian Bushplane Heritage Centre (CBHC) has been established.
- Entomica Insectarium is asking for \$75,000 through the Tourism Development Fund- Product Development Stream to support 2024 operations and staffing.

**Move into Closed**

**12:26-12:55**

Resolved that this Committee proceed into closed session to discuss matters concerning confidential third party information; Further be it resolved that should the said closed session be adjourned, the Committee may reconvene in open session to continue to discuss the same matter without the need for a further authorizing resolution.

Municipal Act section 239(2)(i) a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.

Moved by: D. Marini

Seconded by: L. Foster

All in favour, Carried.

**Jamie Hilsinger and Chirs Lee left at 12:41**

**R. Walker returns 12:57**

**Return to Open**

**12:57-13:23**

**a. Fringe International Theatre Festival**

- A non-profit theatre and multi-arts-based festival that is hosted annually in August. The festival is scheduled August 21st to 25th.
- The 2024 festival expects to expand this initiative to include a multi-pass discount to other local arts & culture hubs (Art Gallery, Bushplane Museum, Ermatinger Clergue Heritage Site, etc.).
- Staff is recommending a contribution of \$5,000 through the Tourism Development Fund- Conferences and Special Events Stream to offset the cost of venue rental and marketing.

**b. Spring Invitational Swim Meet – Sault Surge**

- A new home-grown short course swim meet developed by Sault Surge to assist with growing interest in the sport.
- Organizers are hoping for an annual event, bringing over 200 guests.
- Staff is recommending a contribution of \$2,375 through the Tourism Development Fund- Conferences and Special Events Stream to offset the cost of venue rental (pool) and Swim Ontario fees.

**c. Archery Provincial Championship**

- This tournament is a Provincial Youth Championship and an essential bridge from school or club shooting into the tournament stream.
- The Algoma Rod & Gun Club has successfully won the bid to host this event in 2024 and secured use of Rocky DiPietro field.
- Staff is recommending a contribution of \$3,000 through the Tourism Development Fund- Conferences and Special Events Stream to offset the costs of Archery Ontario Fees, Facility Rental, Security and Fencing.

**d. Salty Marie Trails Festival**

- An annual trail event hosted by Red Pine Tours, held at Hiawatha Highlands and utilizes the expanding trail infrastructure to attract of all skill levels.
- Organizers plan to host an expo experience, with expanded programming that will enhance the visitor experience and an increased marketing budget.
- Staff is recommending a contribution \$5,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the cost incurred with rentals and marketing of the event.

**e. Sault Ste. Marie Kennel Club All Breed Dog Show**

- The All-Breed Confirmation Show is a three-day canine event which includes six all-breed conformation shows, exhibitors and purebred dogs.
- The event is tournament style based with certified judging in each category.
- Staff is recommending a contribution \$3,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the cost incurred with rentals and marketing of the event.

**8. New Business**

**13:23- 13:29**

**a. Northern Ontario Heritage Fund Corporation (NOHFC) Application – Crank the Shield**

- The board provided a recommendation of \$6,000 though the Tourism Development Fund to support the logistics of the event in August.
- Crank the Sheild is ineligible to apply for the NOHFC Funding as they are a for profit business.
- Funding would flow through the TSSM under a partnership agreement with Crank the Shield.
- A resolution is required from the TSSM Board to support the application for additional funding.

**9. Resolutions**

**13:39-13:36**

**a. Entomica Insectarium**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$75,000 through the Tourism Development Fund- Product Development Stream to support 2024 operations and staffing at Entomica Insectarium and a report be submitted to City Council for consideration and approval. Further be it resolved that this recommendation be conditional upon the signing of a Management Agreement between the Canadian Bushplane Heritage Centre and Entomica Insectarium as presented to the Board.

Motion to defer moved by: D. Marini

Second by: L. Foster

All in favour, Carried.

**b. Fringe International Theatre Festival**

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 2024 Fringe International Theatre Festival August 21-25, 2024 and that a report be submitted to City Council for consideration and approval.

Moved by: D. Marini

Second by: T. White

All in favour, Carried.

**c. Sault Surge International Invitational Swim Meet**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2,375 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2024 Sault Surge International Invitational Swim Meet April 26-28,2024 that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: M.Porco  
All in favour, Carried.

**d. Arrows In Motion- Ontario Jr. Challenge**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$3,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2024 Ontario Junior Archery Challenge June 14-18, 2024, a report be submitted to City Council for consideration and approval.

Moved by: K. Wyer  
Second by: G. Lacher  
All in favour, Carried.

**e. Salty Marie Trails Festival 2024**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$5000 through the Tourism Development Fund- Conferences and Special Events Stream to support the Salty Marie Trails Festival July 29, 2024 and a report be submitted to City Council for consideration and approval.

Moved by: R. Walker  
Second by: T. White  
All in favour, Carried.

**f. Sault Ste Marie Kennel Club All Breed Conformation Show**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$3,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the 2024 SSMKC All Breed Conformation Show July 12-14, 2024 that a report be submitted to City Council for consideration and approval.

Moved by: M. Porco  
Second by: D. Marini  
All in favour, Carried.

**g. Authorization to apply to NOHFC for Crank the Shield 2024**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors authorize an application to the Northern Ontario Heritage Fund Corporation (NOHFC) Cultural Supports Program- Community Events Stream for the project titled 2024 Crank the Shield and that TSSM assume responsibility for cost overruns. Further be it resolved that this contribution be contingent upon a partnership agreement between Tourism Sault Ste. Marie and Crank the Shield outlining roles and responsibilities of each party.

Moved by: L. Foster  
Second by: R. Walker  
All in favour, Carried.

**10. Next Meeting**

Tuesday, May 28, 2024

**11. Adjournment**

Moved by: L. Foster  
Seconded by: D. Marini  
All in favour, Carried.

**13:38**