



Tourism Sault Ste. Marie Board Minutes

Tuesday, August 20, 2024

12:00

OPEN

Committee Members Present

YES	B. Barber	YES	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)
YES	J. Ingram		

Guests

Mario Gionet and Cheyene Nanie – Walk Among the Trees

1. **Meeting Called to Order** **12:05**
2. **Roll Call**
3. **Approval of Meeting Minutes from June 18, 2024**
Mover: L. Foster
Secunder: N. Brash
All in favour, Carried.
4. **Declaration of Pecuniary Interests**
R. Walker has declared a conflict with Henderson Metal Fall Curling Classic.
5. **Tourism Overview and Update** **12:09-12:15**
 - Waterfront Design Plan final draft is expected within the following weeks.
 - Staff is working with Deloitte to calculate visitor spend for overnight stay.
 - Trail construction is 70% complete with a projected completion date of October.
 - The Salty Marie Festival has significantly increased their registration from 2023.
 - Ontario Winter Games guidelines for bid process have been released for 2028.
6. **Financial Update** **12:15-12:17**
 - A financial report was distributed to the Board for July 2024.
7. **New Business** **12:17-12:23**
 - a. **Wishart Park Tender approval**
 - Staff is requesting approval for a contractual agreement with Algonquin Bridge for the sum not to exceed \$256,868.43 (excluding HST) for the purchase of the Wishart Bridge superstructure supply and delivery.
 - Bridge will connect Third and Fourth Line over Root River into Wishart Park.
 - Staff is to provide a full percentage of contributed funds to all of the trail projects.

8. Tourism Development Fund (TDF) Applications

12:23-12:58

a. Walk Among the Trees – Indigenous Medicine Garden and Three Sister Garden

- Walk Among the Trees is an Anishinaabe owned and led nature tour operator that provides traditional land-based teachings for all ages and abilities in Baawaating (Sault Ste Marie) and Algoma.
- This project is seeking support to build and create a Three Sisters Medicine Garden, at Kinsmen Park located within the traditional territory of the Anishinaabe people of Baawaating.
- Walk Among the Trees is requesting \$5,000 from the Tourism Development Fund – Attractions and Product Development Stream to support the creation and maintenance of an Indigenous Medicine and Three Sisters Garden at Kinsmen Park.

M. Gionet and C. Nanie left the meeting

12:48

b. Henderson Metal Fall Curling Classic

12:58-13:05

- A premiere home grown curling tournament will take place from October 17-20, 2024. The tournament features 28 of the top men's curling teams from around the world, including Canada, USA, Italy, Switzerland, Czechia, Norway, Korea and Japan.
- Funding is requested to assist in expenses in upgrading the facilities PA (public address) system and to purchase carpeting to cover the wood flooring on the on-ice spectator area and fan-zone. An NOHFC application has been submitted alongside an investment from the club to cover the remaining costs. This purchase is a one-time investment and will reduce operating costs going forward as the club is currently renting the equipment.
- Staff is recommending a contribution of \$7,612.39 through the Tourism Development Fund-Conferences and Special Events Stream to help support the Curling Classic event and the investment in upgraded PA requirements.

c. Festival of Colour

13:05-13:13

- The Vedic Cultural Centre would like to develop a Festival of Colour celebration, strategically in Sault Ste. Marie to act as the central hub event for the Upper United States, Sudbury, North Bay, and regionally
- Staff is recommending a contribution of \$5,000 through the Tourism Development Fund-Conferences and Special Events Stream to support the event to assist specifically with their dedicated marketing budget

d. Algoma Wrestling Invitational

13:13-13:20

- The Algoma Invitational Wrestling Tournament scheduled for December 13th to December 14th, 2024 is a revival of a high school wrestling tournament that, in the past, brought over 300 youth athletes to Sault Ste. Marie from Ontario and Michigan.
- Partners include three (3) active wrestling groups in Sault Ste. Marie.
- Staff is recommending that the Tourism Sault Ste. Marie Board of Directors consider a funding recommendation of up to a maximum of \$2,500 to a travel incentive for participants from North-Western Ontario, banners/backdrop, and venue rental.

e. TDF Scoring Matrix

- A revised scoring system has been applied that reflects objectives from the TSSM Strategic Plan.

9. Outstanding Business

13:25-13:25

None

10. Resolutions

13:25-13:35

a. **Wishart Park Tender Approval**

Be it resolved that the Board of Tourism Sault Ste. Marie authorizes the Chair of the Board to enter into a contractual agreement with Algonquin Bridge for the sum not to exceed \$256,868.43 (excluding HST) for the purchase of the Wishart Bridge superstructure supply and delivery.

Moved by: L. Foster

Second by: K. Wyer

All in favour, Carried.

b. **Walk Among the Trees – Indigenous Medicine Garden**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$7,800 through the General Development Fund to the support Walk Among the Trees to develop an Indigenous Medicine and Three Sisters Garden at Kinsmen Park.

Moved by: N. Brash

Second by: K. Wyer

All in favour, Carried.

c. **Henderson Metal Fall Curling Classic**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$7,612.39 through the Tourism Development Fund- Conferences and Special Events Stream to support the Henderson Metal Fall Classic to be held October 17-20, 2024 and a report be submitted to City Council for consideration and approval.

Moved by: D. Marini

Second by: M. Porco

All in favour, Carried.

d. **Festival of Colour**

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 Festival of Colours to be held October 18-19, 2024 and a report be submitted to City Council for consideration and approval.

Moved by: T. White

Second by: G. Lacher

All in favour, Carried.

e. **Algoma Wrestling Invitational**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$2,500 through the Tourism Development Fund- Conferences and Special Events Stream to the Algoma Invitational Wrestling Tournament to be held December 13-14, 2024 and a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: M. Porco

All in favour, Carried.

10. Next Meeting

September 17, 2024

11. Adjournment

Moved by: T. White

Seconded by: G. Lacher

All in favour, Carried.

13:35