



**Tourism Sault Ste. Marie Board**  
**Minutes** Tuesday, January 23, 2024  
12:00  
**OPEN**

**Committee Members Present**

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

**Staff Resources Present**

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

**Guests**

Jamie Hilsinger - Canadian Bushplane Heritage Centre

1. **Meeting Called to Order** **12:09**
2. **Roll Call**
3. **Approval of Meeting Minutes from December 19, 2023**  
Mover: D. Marini  
Secunder: G. Lacher  
All in favour, Carried.
4. **Declaration of Pecuniary Interests**  
B. Barber declared a conflict with the Ontario Professional Foresters Conference  
L. Foster declared a conflict with the Mountain Bike Trail Construction award of contract  
R. Walker declared a conflict with the Canadian Bushplane Heritage Centre – Children’s Flight Centre
5. **Tourism Overview and Update** **12:10 – 12:14**
  - Lack of snow has impacted our winter attractions.
  - The City of Sault Ste. Marie has been awarded the Ontario Cup Mountain Bike Provincial Race on June 15-16, 2024.
  - Municipal Accommodation Tax is currently at 1.7 million total for 2023 with slight adjustments to come
  - Staff will be issuing RFP Visitor Spend data collection following a conversation with Destination Canada.
- J. Hilsinger joined the meeting 12:12**
6. **Financial Update** **12:14 – 12:19**
  - a. TSSM Bookkeeping and Financial Service Update
    - Priddle-Luck is continuing the transition of accounting.
    - Financial statements from the end date of December 2022 were shared with the board.

## **7. New Business**

**12:19 – 12:27**

- a. Board Member Vacancy
  - L. Sharma resigned from the Tourism Sault Ste. Marie Board.
  - The posting for the community member vacancy will close by February 2, 2024.
- b. Award of Contract – Mountain Bike Trail
  - Contracts were awarded to Holocene Trail Co. (\$176,974.95) and Precambrian Natural Surface Trails Inc. (\$276,760) for 2023 mountain bike trail construction.
  - Construction is slated for early May 2024

## **8. Outstanding Business – Discussed with Tourism Overview and Update**

- a. Waterfront Design Plan Update
  - Online survey saw engagement 906 participates.
  - Draft concept is expected to be shared with the Board in February/March. Once approved the draft will be shared with the community for further public engagement.

## **9. Tourism Development Fund Applications**

**12:27 – 13:43**

- a. Canadian Bushplane Heritage Centre (CGHC) - Childrens Flight Centre
  - The project aims to renovate and modernize the Children's Flight Centre to include flexible and accessible Education and Programming spaces, interactive play-based learning experiences and updated "So You Want to be a Pilot?" and "Theory of Flight exhibits".
  - The renovation/fabrication of exhibits is anticipated to cost \$750,000 - a good portion of this spending will occur locally.
  - The CBHC is requesting \$48,000 from the Tourism Development Fund - Attractions and Product Development Stream to help fund the first step of the design process (concept design).

## **J. Hilsinger left the meeting 12:50**

- b. Ontario Professional Foresters Conference
  - The Ontario Professional Foresters Association (OPFA) Annual Conference and AGM is an event held in a different location each spring by the OPFA that brings together foresters from across Ontario to network, learn and collaborate on issues affecting the forestry profession.
  - The conference was last held in Sault Ste. Marie in 2012 and is recognized at the provincial and national levels. Focusing on innovative forestry practices, the event showcases cutting-edge approaches, highlighting Sault Ste. Marie as a leader in sustainable and forward-thinking forestry.
  - Staff is recommending \$2,000 through the Tourism Development Fund - Conferences and Special Events Stream to support the OPFA Annual Conference and AGM with funding to support out-of-town marketing, venue/logistic rentals and/or field tours.
- c. U18AAA Hockey Championship
  - The U18 AAA Central Regional Championship on April 8-14, 2024, is a pinnacle event for hockey players in Ontario. Although this is a rotating event, this tournament is a highly professional sanctioned event that serves as a direct feeder to the Telus Cup.
  - Staff is recommending \$12,000 through the Tourism Development Fund - Conferences and Special Events Stream to support the U18 AAA Championships with funding for venue rentals and ice fees.

## 7. Resolutions

13:43 – 13:50

### a. Events Position- Authorization to Sign Agreement

Be it resolved that the Tourism Sault Ste. Marie Board of Directors authorize the Chair of the Board to execute an agreement with the City of Sault Ste. Marie detailing the roles and responsibilities of both parties for the employment of an Events Assistant. Further be it resolved that as per the resolution passed December 19, 2024, regarding the Event Assistant position that the funds provided by the Tourism Sault Ste. Marie Board of Directors not exceed \$75,000 per annum for the position unless otherwise approved by the Board.

Moved by: K. Wyer

Second by: D. Marini

All in favour, Carried.

### b. 2022 Financial Statements

Be it resolved that the Board of Tourism Sault Ste. Marie approve the 2022 Financial Statements as presented.

Moved by: D. Marini

Second by: L. Foster

All in favour, Carried.

### c. Award of Contracts- Holocene Trail Co. 2024 Construction

Be it resolved that the Board of Tourism Sault Ste. Marie authorize the Chair of the Board to enter into contractual agreement with Holocene Trail Co. for the sum not to exceed \$176,974.95 (inclusive of HST) for the purpose of mountain bike trail construction and trail expansion in the Algoma Trail Network.

Moved by: G. Lacher

Second by: N. Brash

All in favour, Carried.

### d. Award of Contract Precambrian Natural Surface Trails Inc. 2024

Be it resolved that the Board of Tourism Sault Ste. Marie authorize the Chair of the Board to enter into contractual agreement with Precambrian Natural Surface Trails Inc. for the sum not to exceed \$276,760 (inclusive of HST) for the purpose of mountain bike trail construction and trail expansion in the Algoma Trail Network.

Moved by: G. Lacher

Second by: K. Wyer

All in favour, Carried.

### e. TDF- Canadian Bushplane Heritage Centre- Children's Flight Centre

Be it resolved that Tourism Sault Ste. Marie recommend a contribution of \$50,000 through the Tourism Development Fund – Product Development Stream to support Children's Flight Centre Upgrade Project at the Canadian Bushplane Heritage Centre, and that a report be submitted to City Council for consideration and approval.

Moved by: K. Wyer

Second by: N. Brash

All in favour, Carried.

### f. TDF- Ontario Professional Foresters Conference

Be it resolved that Tourism Sault Ste. Marie recommend a contribution of \$2000 through the Tourism Development Fund - Conferences and Special Events Stream to support the 2024 Ontario Professional Foresters Conference to be held April 16-18, 2024, and that a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: G. Lacher

All in favour, Carried.

**g. TDF- U18AAA Hockey Championship**

Be it resolved that Tourism Sault Ste. Marie recommend a contribution of \$12,000 through the Tourism Development Fund - Conferences and Special Events Stream to support the U18AAA Championships to be held April 8-14, 2024, and that a report be submitted to City Council for consideration and approval.

Moved by: G. Lacher

Second by: L. Foster

Motion Carried (2 against, 5 in favour)

**8. Next Meeting**

Tuesday, February 13, 2024

**9. Adjournment**

**13:51**

Moved by: L. Foster

Seconded by: D. Marini

All in favour, Carried.