



## **Tourism Sault Ste. Marie Board Minutes**

Tuesday, June 17, 2025

12:00

**OPEN**

### **Committee Members Present**

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

### **Staff Resources Present**

NO	B. Lamming	YES	T. Anderson
YES	A. Kenopic	YES	T. Lucarelli (Scribe)

### **Guests**

Nick Onody - O2 Planning and Design Inc

#### **1. Meeting Called to Order**

**12:03**

#### **2. Roll Call**

#### **3. Approval of Meeting Minutes from May 12, 2025**

Moved by: L. Foster

Second by: K. Walker

All in favour, Carried.

#### **4. Declaration of Pecuniary Interests**

- Nil

#### **5. Tourism Overview and Update**

**12:04-12:11**

- The Double Decker Bus will be unveiled at the Queen Street Cruise on June 20 and 22
- Ten Cruise Ship stops are scheduled for the Canadian side this summer
- A quarterly tourism e-newsletter was launched for tourist and industry staff updates
- Jehovah's Witness Convention, Community Strong, Kennel Club Dog Show, National Indigenous Day Powwow, Skeeter Slam and O-Cup are events set for the month of June
- The Skills Trail was partially funded by a donation from Intertrek Renewable Energy
- Pre-Cambrian is in the process of completing the section of trail from Wishart Bridge to 5<sup>th</sup> line
- Hotels have seen cancellations due to the wildfires and lack of accommodations heading west of Canada, additionally, buses have been cancelled due to a lack of interest in the US route of a Canada/US Tour

#### **6. Financial Update**

**12:11-12:12**

- R. Walker presented a financial update

#### **7. New Business**

**12:12-12:55**

##### **a) Waterfront Design Plan Presentation – O2**

- N. Onody presented the Waterfront Design Plan

N. Onody left the meeting

**12:55**

## **8. Tourism Development Fund (TDF) Applications**

**12:55-13:07**

### **a) 8 Hours of Epic Singletrack**

- On August 23, organizers are bringing back a classic endurance mountain biking event with a fresh new name and broader reach. The Epic 8 is part of a long-running series of 8-hour relay races that have taken place across Ontario since 2000.
- The event is being led by Sean Ruppel of Superfly Racing, a well-known figure in the cycling and mountain biking community. His established reputation and brand recognition are likely to support strong marketing efforts and help drive registration numbers.
- With Superfly's strong connections in Southern Ontario, organisers are confident they'll attract over 200 participants
- Staff recommends a \$2,500 contribution through the Tourism Development Fund—Conferences and Special Events Stream to offset the cost of the event.
- TSSM Board provided a recommendation of \$5000 to support the event.

### **b) Sault Ste. Marie Pride Cruise and Drag Show**

- Now in its third year, the Pride Cruise and After Party has become a standout event in Sault Ste. Marie's 2SLGBTQIA+ and Indigenous cultural calendar. Hosted by the Bawating Babes, the 2Spirit Organizing Committee of Bawating, and community partners, this unique celebration takes place aboard the Miss Marie tour boat over Labour Day weekend.
- The event demonstrates growth this year with the addition of 4 out-of-town performing artists and an added VIP experience.
- Ideas and suggestions for improvement over the last year have been taken into account and actioned.
- Organizers have also moved the after-party to the Delta Hotel.
- Staff is recommending a contribution of \$4,500 through the Tourism Development Fund- Conferences and Special Events Stream to offset the cost of marketing, rentals and entertainment.

## **c) Resolutions**

**13:07-13:12**

### **a. 8 Hours of Epic Singletrack - 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 8 Hours of Epic Superior Singletrack to be hosted August 23, 2025 and that a report be submitted to City Council for consideration and approval.

Moved by: G. Lacher

Second by: L. Foster

All in favour, Carried.

### **b. Sault Ste. Marie Pride Cruise and Drag Show -TDF**

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$4,500 through the Tourism Development Fund- Conferences and Special Events Stream to support the Pride Cruise to be hosted August 29,2025 and that a report be submitted to City Council for consideration and approval.

Moved by: G. Lacher

Second by: K. Walker

All in favour, Carried.

### **a) Next Meeting**

To Be Confirmed

### **b) Adjournment**

**13:12**

Moved by: K. Wyer

Seconded by: L. Foster

All in favour, Carried.