



Tourism Sault Ste. Marie Board Minutes

Tuesday, May 28, 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
NO	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

Kathy Fisher – Ermatinger Clergue National Historic Site and Discovery Center

- 1. Meeting Called to Order** **12:08**
- 2. Roll Call**
- 3. Approval of Meeting Minutes from April 16, 2024**
Mover: N. Brash
Secunder: D. Marini
All in favour, Carried.
- 4. Declaration of Pecuniary Interests**
Nil
- 5. Tourism Overview and Update** **12:10-12:36**
 - 2024/2025 Visitor Guide is ready for distribution. Staff will be delivering to hotels, motels and attractions in the coming weeks.
 - Conference Bid 2024-01. The city was not successful in the bid. Staff will be developing a plan to move forward with the next steps.
 - Rendezvous Canada was a success with staff meeting with 40+ International tour group operators.
 - Refined Waterfront development designs are expected to be available Mid-June with a report to Council in July.
 - Municipal Accommodation Tax for March is reporting at \$105,180.44

Meeting Ended due to live stream technical issues **12:36**
Meeting Re-started **13:04**
Kathy Fisher joined the meeting **13:04**
- 6. Financial Update** **13:06-13:07**
 - A financial report was distributed to the Board for April 2023
 - The committed dollars report will be shared with the board at next month's meeting.

7. Tourism Development Fund (TDF)

13:08-13:35

a. Ermatinger Clergue National Historic Site and Discovery Centre (ECNHS)

- The TDF application is in conjunction with an application to FedNor Tourism Growth that will assist ECNHS in a stand-alone Website, AR exhibit installations, and Marketing – all recommendations from our Digital Strategy and Strategic goal of increasing market readiness.
- The Attraction Tourism Growth Project will assist ECNHS to heat the Blockhouse allowing all buildings to be open 365 days, and plan itineraries in the shoulder/winter seasons.
- Ermatinger Clergue National Historic Site and Discover Centre is asking for \$20,000 through the Tourism Development Fund- Product Development Stream to support the Attraction Tourism Growth Project.

Kathy Fisher left at 13:35

b. Sault Ste. Marie Cricket Club – Soo North Cup

13:36-13:39

- Established in 2013, the club has seen continued growth with the SSM Cricket team travelling across Northern Ontario competing in (and winning) multiple tournaments.
- In 2023, the club hosted the Northern Ontario Cricket League with families from Thunder Bay, Timmins, North Bay and Sudbury. On June 14-16, 2024, SSM will see 7 hosted matches designed to attract teams from across Ontario to compete for the Soo North Cup. Each competing team consists of 15-16 players.
- Staff is recommending a contribution of \$4,500 through the Tourism Development Fund- Conferences and Special Events Stream to support the growth of the Sault Ste. Marie Cricket Club and the Soo North Cup.

c. Soo Minor Baseball 9U Select Provincial Championships

13:39-13:41

- The Ontario Baseball Association (OBA) has granted Soo Minor Baseball for a third consecutive year the rights to host the 9U Select Youth Provincial Championships at Sinclair Yards.
- This event will bring an estimated 11 teams from Ontario to Sault Ste. Marie on Labour Day Weekend. The Championship event is a double knockout tournament with the final 4 teams competing for the championship title. There are opening ceremonies at the start of the event on Friday including a colour guard and municipal representation.
- Staff is recommending a contribution of \$3,500 through the Tourism Development Fund- Conferences and Special Events Stream to support venue rentals, equipment and fees.

d. Sault Ste. Marie Airport Development Corporation- Snowbirds Airshow

13:41-13:43

- The 2024 Canadian Airforce Snowbird Demonstration team contacted representatives of the Sault Ste. Marie Airport Development Corporation, Sault College and the City of Sault Ste. Marie to assess if the community could host in the fall of 2024 to fill a cancelled spot.
- 2024 is a showcase year for both the Canadian Air Force (100 years) as well as the Ontario Provincial Air Service (OPS) (100 years). The airshow aligns with the annual Bushplane Days and will be a featured event for this special anniversary celebration.
- Staff is recommending a contribution \$18,000 through the Tourism Development Fund- Conferences and Special Events Stream to support the cost of accommodation and vehicle rentals for the Snowbird Demonstration Squadron.

8. Outstanding Business

13:44-13:48

a. Wishart Park Project and Funding

- A formal tender showed a higher than anticipated cost.
- Staff is requesting an additional \$60,000 above the \$40,000 that was previously approved from Tourism Sault Ste. Marie to total \$100,000 from the Tourism Sault Ste. Marie General Fund to support the additional costs related to the Hiawatha Highlands Connector & Wishart Park Enhancement Project.
- A resolution from the Tourism Sault Ste. Marie Board of Directors is needed to authorize an application to the Northern Ontario Heritage Fund Corporation (NOHFC) Cultural Supports

Program- Community Events Stream for the project titled Hiawatha Highlands Connector & Wishart Park Enhancement Project and that TSSM assume responsibility for cost overruns related to this project.

9. Resolutions

13:48-13:55

a. Ermatinger Clergue National Historic Site and Discovery Centre

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$20,000 through the Tourism Development Fund- Product Development Stream to support the Ermatinger Clergue National Historic Site Product Development plan, a report be submitted to City Council for consideration and approval.

Moved by: K. Wyer

Second by: N. Brash

All in favour, Carried.

b. Sault Ste. Marie Cricket Club – Soo North Cup

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 the Sault Ste. Marie Cricket Club to support the Soo North Cup on June 14-16, 2024, and a report be submitted to City Council for consideration and approval.

Moved by: L. Foster

Second by: G. Lacher

All in favour, Carried.

c. Soo Minor Baseball 9U Select Provincial Championships

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$3,500 through the Tourism Development Fund- Conferences and Special Events Stream to Soo Minor Baseball to support the 9U Selects Provincial Championships August 30-Sept 2, 2024 , a report be submitted to City Council for consideration and approval.

Moved by: G. Lacher

Second by: K. Wyer

All in favour, Carried.

d. Sault Ste. Marie Airport Development Corporation- Snowbirds Airshow

Be it resolved that the Tourism Sault Ste. Marie Board of Directors recommend a contribution of \$18,000 through the Tourism Development Fund- Conferences and Special Events Stream to the Sault Ste. Marie Airport Development Corporation to support the Canadian Forces Snowbirds Demonstration Squadron airshow September 21, 2024, a report be submitted to City Council for consideration and approval.

Moved by: N. Brash

Second by: D. Marini

One opposed, Carried.

e. Authorization for Northern Ontario Heritage Fund Corporation Funding- Hiawatha Highlands Connector & Wishart Park Enhancement Project

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 Hiawatha Highlands Connector & Wishart Park Enhancement Project. Further be it resolved that TSSM assume responsibility for cost overruns related to this project.

Moved by: D. Marini

Second by: G. Lacher

All in favour, Carried.

f. Authorization for Northern Ontario Heritage Fund Corporation Funding- Wishart Park Bridge Project

Be it resolved that the Tourism Sault Ste. Marie Board of Directors authorize \$60,000 from the Tourism Sault Ste. Marie General Fund to support the additional costs related to the Hiawatha Highlands Connector & Wishart Park Enhancement Project.

Moved by: D. Marini

Second by: G. Lacher

All in favour, Carried.

10. Next Meeting

Tuesday, June 18, 2024

11. Adjournment

Moved by: K. Wyer

Seconded by: M. Porco

All in favour, Carried.

13:55