

The North Channel Marine Tourism Council
Minutes of Meeting
Wednesday, November 30th 2011
Spanish Municipal Office

Present:	Stan Ferguson	Chair
	Marg Hague	Director
	Joe Cain	Director
	Michael Erskine	Director
	Lincoln North	Director
	Mary Bray	Secretary

Excused:	Robert Hope	Director
	Lorne Barlow	Director
	Rusty Dawson	Director
	John Johnson	Town of Blind River
	Peter McMullen	Director

The Chair called the meeting to order at 1:00 p.m. and asked for disclosure of pecuniary interest and general nature thereof. None were disclosed.

Welcome extended to all

Resolution #11-32

Moved by: Mike Erskine

Seconded by: Marg Hague

Resolved that the agenda be adopted as presented.

Carried

Resolution 11-33

Moved by: Marg Hague

Seconded by: Joe Cain

Resolved that the minutes of October 26th, 2011 be approved as presented.

Carried

Business arising from the minutes:

Items from the minutes were re-posted to today's agenda.

Delegations: None

Correspondence-Action

Resolution #11-34

Moved by: Lincoln North

Seconded by: Mike Erskine

Resolved that the Financial Statement for the period ending October 30th, 2011 be approved as presented.

Carried

Resolution #11-35

Moved by: Joe Cain

Seconded by: Marg Hague

Resolved that the following Disbursement Sheets be approved as presented:

- 2011-05 in the amount of \$89.14

Carried

Resolution #11-36

Moved by: Joe Cain

Seconded by: Lincoln North

Resolved that the Membership report as presented be approved;

Further that the Blind River membership be reduced from 1,000.00 to \$600.00 as they have reduced the number of docks at the marina and to correspond with the membership fees established previously.

Carried

Shopping Bags

- OMOA advised they do not have any funding to assist
- Discussion took place on the colors within our logo
- Suggestion to change color on the bottom line to the same dark blue as the water to give a bolder look
- Little Current Yacht Club, Cruisers' Net-confirm with Roy Eaton with the black and white logo with "Cruisers' Net" and VHF Channel 71

- Marg will meet with supplier in Gore Bay [Kathy Antonio, My Ol' Blues Factory Outlet], to determine the cost of having the two logos put on the bag...black and white

Resolution #11-37

Moved by: Mike Erskine

Seconded by: Lincoln North

Resolved that the Secretary approach the membership by e-mail to provide them an opportunity to participate in the "Shopping Bag Project" for 2012 and forward;

- Shopping Bags good quality cotton, made in Gore Bay
- Two Lines-Name and web site
- Black and White
- Flat rate \$200.00
- Response by Friday, January 14th, 2012
- The first eight are guaranteed to be on the bag
- Bags being distributed by Roy Eaton during the 2012 boating season
- Members to bring material for the bags to the AGM, April 13th & 14th, 2012 in Spanish
- Roy Eaton has offered to stuff the bags

Carried

Resolution #11-38

Moved by: Marg Hague

Seconded by: Lincoln North

Resolved that we accept the quote from Sofa Communications in the amount of \$4,800 which quote includes the two new domain registrations, subject to funding approval.

Further that they be retained to conduct the web hosting;

Further that the Secretary proceed with an application to the East Algoma CFDC, for funding assistance;

Further that she also advise Craig, at MSD Corporation in Little Current, that we no longer require his services and he be thanked for his past service to the NCMTC.

Further that Craig be informed that the "100.7 The Island" promotion on our web site will be removed effective January 1st, 2012, with him having the option to keep the posting at our regular web page advertising rates.

Carried

Recreational Boating:

Make copy of old Marketing Study for the Directors

E-mail electronic copy to all Directors

Look into updating at some point in time and review

The Secretary will look for a copy of survey from old study.

Discussion on Logo:

- Any and all members are permitted to make use of the North Channel Logo as long as they are in good standing with their membership

Discussion took place on business cards and whether there is a need to have one. It was decided to amend the existing pump card to include the name, web site and e-mail.

Georgian Bay Ad:

- Add “The Best Freshwater Boating In The World” on top left hand side within the box and “Lake Huron’s North Channel” on the right hand side
- Move logo to the right hand side of the name at the bottom right page
- Change one item in the Sault right up from 21 kilometers to 25
- To cover only those who are members

Resolution #11-39

Moved by: Lincoln North

Seconded by: Marg Hague

Resolved that two logos be printed on the promotional shopping bags, in black and white, one being the North Channel Marine Tourism Council and the Cruiser’s Net; Further that the Secretary confirm with Roy Eaton as to the logo the Directors recommend, from the two he forwarded.

Carried

Resolution #11-40

Moved by: Mike Erskine

Seconded by: Joe Cain

Resolved that the Secretary be authorized to forward a donation to the Canadian Cancer Society in the amount of \$50.00 in Memory of Curly Everitt, former chair and long time Director of this organization.

Carried

AGM-April 13/14th, 2012

Lincoln North

- Recommends that we invite Bob Smith, retired micro biologist.....getting involved in milfoil and harvesting grass...does this as a hobby but very knowledgeable with his background training
- Will be meeting with them in December and will attempt to get a firm commitment
- Could be a two hour presentation
- Member of the Grand Banks Association
- Confirm who may be his counterpart in Canada

- The Board is prepared to cover out of pocket expenses as required

Mike Erskine to provide the Secretary with the contact for Colin Campbell, RT013 representative.

Marg Hague will conduct an update on what we have done with the Marketing Study

Correspondence-Information

The following was available and reviewed by the Directors:

- (a) Website-Status for October 2011
- (b) Lakeland Boating-Sept. 2011 issue

Carried

FedNor Application

Secretary has application and will start this process

Hopefully will have an announcement for our AGM in 2012

Marketing Study... on going Review

Discussion on changing the color in the logo for the wording of “Best Freshwater Boating in the World” from the pale yellow color to the dark blue, being the same color as the water. The Directors agreed to change to the dark blue and the Secretary will have Pat Forrest make the change and send an amended logo back to us.

Next agenda: Compile a survey for use this summer

Produce Development was discussed –

- Circle tours, poker runs to encourage boaters to move across the channel
- Promoting sea doo-ask Carol for update
- War of 1812....have web site....discussed having brochures for AGM to put into the shopping bags-tall ships are coming-look at what is happening for 2013 to try and tap into this...tall ship tour
- Joe will speak to Cathy in this regard

New Business

Resolution #11-41

Moved by: Joe Cain

Seconded by: Lincoln North

Resolved that we do now adjourn to meet again on Wed. January 25th, 2012, at 1:00 p.m. or at the call of the Chair.

Carried

The meeting adjourned at 3:15 p.m.

Stan Ferguson-Chair

Mary Bray-Secretary