

The North Channel Marine Tourism Council  
Minutes of Meeting  
Wednesday, October 26th, 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 #11-21

Moved by: Mike Erskine

Seconded by: Joe Cain

Resolved that the agenda be adopted as presented.

Carried

Resolution 11-22

Moved by: Joe Cain

Seconded by: Marg Hague

Resolved that the minutes of September 25th, 2011 be approved as presented.

Carried

Business arising from the minutes:

Secretary will look at having our Marketing Plan and minutes posted to the web site. Secretary indicated that she will be making plans shortly to have the Marketing Plan burned onto a CD and stored in another location.

Delegations: None

### **Correspondence-Action**

Resolution #11-23

Moved by: Marg Hague

Seconded by: Lincoln North

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

Carried

Resolution #11-24

Moved by: Mike Erskine

Seconded by: Lincoln North

Resolved that the following Disbursement Sheets be approved as presented:

- 2011-04 in the amount of \$126.65

Carried

Resolution 11-25

Moved by: Marg Hague

Seconded by: Lincoln North

Resolved that the Secretary be authorized to submit an application to the East Algoma CFDC for \$3,000.00, to assist with the following project, which is geared to increase the boating traffic to the entire North Channel;

- (a) Upgrades to the existing North Channel web site, as per the Appendix "A" in the 2011 Marketing Plan.

Carried

Resolution #11-26

Moved by: Mike Erskine

Seconded by: Joe Cain

Resolved that the Secretary inquire from Cyndi Hodgson, Ontario Boating, as to accessing OMPT funds to assist with the purchasing of promotional shopping bag to be provided to all boaters navigating the North Channel, distributed by Roy Eaton of "Little Current Cruisers' Net" who has been in operation for the past eight seasons, broadcasting each morning on VHF channel 71, setting new records each year with calls received from boaters.

Further that the Directors support the following logos to be printed on these promotional bags:

- (a) The NCMTC new logo
- (b) Little Current Cruisers' Net new logo
- (c) Boating Ontario
- (d) OMPTC

Further that the bags will be good quality unbleached cotton, approximately 14 x 16 Further be it noted that quotes will be obtained, with the lowest quote being accepted, taking into account quality and content, and the Directors and other partners been provided with a Proof prior to printing.

Carried

The membership will be advised that Roy Eaton will be distributing these bags, to ensure that they supply him with their promotional material. They will also be invited to bring this material to the AGM in April. Mr. Eaton will be presenting at this meeting.

Resolution # 11-27

Moved by: Lincoln North

Seconded by: Marg Hague

Resolved that the NCMTC renew their full page ad in the Ontario Boating Magazine for 2012, with the North Channel paying \$1,250.00 being 50% of the actual cost.

Carried

Note-Changes required for the 2012 edition:

- Change web site for the City of Sault Ste. Marie-www.cityssm.on.ca-see page 140
- Inquire from Cyndi as to why only a few members are listed on Page 140
- Page 141-change-Sault Ste. Marie marina to the correct location
- Correct the spelling of Desbrats-page140
- Web site address to be changed for the North Channel to read "lakehuronnorthchannel.com" as per recommendation in Marketing Plan

Resolution #11-28

Moved by: Marg Hague

Seconded by: Lincoln North

Resolved that the NCMTC renew their ad in the Discover Georgian Bay-The North Channel & Manitoulin Island 2012 edition, at a revised cost of \$495.00 plus HST.

Carried

Note Changes required:

- Confirm deadline date for changes and confirm if time allows for the following:
- Michael Erskine, Director, will write the commentary combining information from both pages 45 and 46.
- Request Dave to provide us with two facing pages with the write up in the centre and pictures of all our marina members on the outside, with the pictures being supplied by the NCMTC
- Provide Dave with our new logo and promotional strip to incorporate in the 2012 edition if possible

Resolution #11-29

Moved by: Joe Cain

Seconded by: Marg Hague

Resolved that the Town of Spanish be thanked for their motion #11-10-20, which reads "That Council would consider hosting an NCMTC (North Channel Marine Tourism Council) intern if arrangements are mutually beneficial for the NCMT, the intern and the Town."

Further that the Town of Spanish be advised that the Directors will now look at submitting an application for this position and will keep them informed, with arrangements to be discussed upon a favorable response from FedNor.

Carried

Quotes for Website:

- Secretary will send an e-mail to all interested parties to advise them that their quote to upgrade the web site, including the hosting of the two new domain names, and the hosting of the web site, to be electronically submitted to the Secretary on or before Friday, November 25<sup>th</sup>, 2011.
- The Directors will review quotes received at their November 30<sup>th</sup> meeting.

Boating Ontario-Conference and Trade Show-Deerhurst- December 4-6<sup>th</sup>, 2011-Stan recommends attendance-very good material-well worth attending.

North Channel AGM

- Date will be set for the weekend of April 13<sup>th</sup> and 14<sup>th</sup>
- Let Cyndi know for regional boating portion of this meeting

- Invasive species, weeds is still a big problem...Lincoln North will run a contact on an agency in Michigan and forward to the Secretary
- RT13-Colin Campbell-Mike Erskine will get contact person for the Secretary
- Discussion on Marketing and Product Development
- Route Map for boaters traveling from outside our area-Intern to work on
- Brent St. Denis—inquire if he will speak on the success of the 2011 Rock and Roar and the economic benefits...attendance by boaters, etc...
- Roy Eaton “Little Cruisers’ Net” to attend and update on 2011 season and present idea on promotional shopping bags

#### Review of Marketing Plan

- Secretary will bring an older survey back to next meeting, which was prepared by a consultant some years ago...Marg Hague advised that it was suggested in our Marketing Plan that we prepare and circulate a survey to our boaters
- Keep the Marketing Plan on the agenda for review and status at each meeting

#### Resolution #11-30

Moved by: Joe Cain

Seconded by: Mike Erskine

Resolved that the current North Channel logo be amended as per the suggestion in our Marketing Plan with the following amendments:

- Icon as designed by consultant
- Underneath note new web site address...lakehuronnorthchannel.com
- In Script web address ... “The Best Freshwater Boating in the World”
- Inquire from Pat Forrest [consultant] as to whether she can have this logo changed and sent back
- Have a draft of this logo presented back to the Directors

Carried

#### **Correspondence-Information**

The following was available and reviewed by the Directors:

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

**New Business**

It was noted that we need an Economic Development Spin off from the boating industry for the North Channel...

Check with Cyndi to see if she can fund a study or confirm if there is one done

Marg Hague was excused at 3:15 p.m.

Resolution #11-31

Moved by: Joe Cain

Seconded by: Mike Erskine

Resolved that we do now adjourn to meet again on Wed. November 30<sup>th</sup>, 2011, or at the call of the Chair.

Carried

The meeting adjourned at 3:25 p.m.

---

Stan Ferguson-Chair

---

Mary Bray-Secretary

