

KDCA SPRING MEETING -FRIDAY, MAY 6, 2011
WALDHOF HALL
IN ATTENDANCE (52)

GORD BASTABLE
JACQUI HAUKENESS
MAL TYGESSON
STEVE HARTLE
EVIE HARTLE
NATHAN HARTLE
GERRY CARIOU
MIKE LOEWEN
DONNA HOWARTH
BRIAN MILES
BOB PALUCK
PETER BURNS
BILL BONHAM
KEN BEHSIN
RANDY TYRAN
HANK SMOKE
CYNDI SMOKE
TYLER JOHNSON
PAT BEARDSLEY
JUDY HENRICKSON
DEBBIE BELVIN
DAN MacDONALD
TRENT KUJANSUU
CHRIS LAVOIE
BOB GOULD
RAMIRO MALTIAS
MATTHEW BENSON
MATT NOTTA
DARCY DAYMAN
DOUG LAMPI
TODD HEATH
JEFF SPRENGER
ROB BROADHAGEN
FRANK BASTONE
JOHN FAHLGREN
CHANTAL WISNESKI
BUD DICKSON
JIM GRAYSTON
ROBERT PALUCH
GRAHAM CAMPBELL
JIM ANTLER
MARG WATSON
DOUG REYNOLDS
BRAD GREAVES
KAREN GREAVES
VANESSA NOWE
SHANNON WOGENSTAHL
VICKI KURZ
DANA SOUCIE
RICK KLIMCZAK
CARMELA BERGININI
JUDY ALEXANDER

VERMILION BAY LODGE
RUGBY LAKE LODGE
EVERGREEN LODGE
BIG HOOK WILDERNESS CAMPS
BIG HOOK WILDERNESS CAMPS
BIG HOOK WILDERNESS CAMPS
SUNSET COUNTRY TRAVEL ASSOCIATION
PATRICIA REGION TOURIST COUNCIL
PATRICIA AREA COMMUNITY ENDEAVOURS
PATRICIA AREA COMMUNITY ENDEAVOURS
TEMPLE BAY LODGE
McAULEY & PARTNERS
McAULEY & PARTNERS
WORLD OF WATER
CENTURY LODGE
INDIAN POINT CAMP
INDIAN POINT CAMP
INDIAN POINT CAMP
LAC SEUL EVERGREEN LODGE
UCHI LAKE LODGE
WOMAN RIVER CAMP
LAC SEUL LODGE
GILLONS INSURANCE
PINE ACRES
LOWERY'S - DRYDEN
LOWERY'S-FORT FRANCES/KENORA
MINISTRY OF NATURAL RESOURCES
MINISTRY OF NATURAL RESOURCES
MINISTRY OF NATURAL RESOURCES
QUETICO INTERNET MARKETING
GOLD ARROW CAMP
CLARKS RESORTS
NORTH CARIBOU CAMPS
MINISTRY OF NDM&F-KENORA
SIDNEY LAKE LODGE
STANLEY'S RESORT
CANOE CANADA OUTFITTERS
ONTARIO TOURISM MARKETING PARTNERSHIP
TEMPLE BAY LODGE
RTO 13
MINISTRY OF TOURISM & CULTURE
NOTO PRES. & SUDBURY AVIATION
NOTO
IGNACE OUTPOSTS
IGNACE OUTPOSTS
RBC FINANCIAL GROUP
RBC FINANCIAL GROUP
DRYDEN DEVELOPMENT CORPORATION
TOURISM COORDINATOR, DDC
BDC CONSULTING
BDC CONSULTING
BOREAL SIGNS & KDCA SECRETARY

1. CALL TO ORDER: The meeting was called to order at 9:45 a.m. MAY 6, 2011 by Gord Bastable as President.

2. INTRODUCTIONS: Self introductions were made around the room.

3. MINUTES OF FALL MEETING: Minutes from the 2010 Fall KDCA meeting were previously circulated. Steve Hartle moved to accept the minutes as presented, seconded by Jacqui Haukeness. Carried.

4. TREASURER'S REPORT:

Handouts were circulated to the membership in attendance and Steve commented on the summarized report. Acceptance of the financial statement was moved by John Fahlgren and seconded by Jacqui Haukeness. Carried.

5. RESOLUTION TOPICS:

KDCA SCHOLARSHIP - Steve Hartle

Steve said that in 2007-2008 Patti Tygesson started researching into a KDCA Tourism/Hospitality Scholarship which he has all the notes and letters from. Steve is going to further pursue a scholarship by first talking to Gord's wife who is in the education field. Anyone interested in sitting in on a scholarship committee is to contact Steve. Gord moved that KDCA investigate a scholarship and report on the progress at the fall KDCA meeting, seconded by Harald. Carried.

TERMS OF OFFICE- Mal Tygesson

The KDCA constitution is outdated. Currently it says KDCA has elections every year. Mal moved to review the constitution over the summer months and the membership can vote on it at the fall meeting, seconded by Harald. Carried.

PART TIME EXECUTIVE DIRECTOR - Gord Bastable

Gord said that lots of things are falling through the cracks that KDCA should really be on top of. He said individual members are fighting issues on their own and in order to do a better job KDCA needs to look at hiring someone, perhaps on a part time basis. He'd like to see a proposal put forward at the fall meeting...perhaps an honorarium for someone to take on certain issues. Harald thought this was an excellent idea because there are so many issues such in Forestry and Mining. Chris asked "isn't this what NOTO does?" Gord said that NOTO is more of a provincial organization whereas KDCA has a more local/regional focus. Gord moved that KDCA consider the honorarium idea or hire a part-time director to be voted on at the fall meeting, seconded by Mal. Carried.

6. MINISTRY OF TOURISM, CULTURE & RECREATION: Jim Antler

Jim explained that he is a policy advisor and that land use & mining, for example is what he's involved in.

The Department of Tourism, Culture and Recreation's mandate is to:

- Support the development of sustainable economic growth in the tourism and cultural industries
- Support the arts and foster creativity
- Preserve the province's cultural heritage and historic resources and recognize their importance
- Promote participation in recreation and sport, and support sport development.

In regards to the RTO's (13 Regions in Ontario) of the proposed 18-19 million dollar DMF's he said that every region is to decide if they want to be part of the tourism levy. \$375,000 will go NW Ontario for hosting tourism related events. He said his ministry will be involved in the tourism side of the Northern Ontario Growth Plan. Some of the areas they are involved in are Land Use Plans, Mining Act, Species At Risk, Resource Stewardship Agreements, Management Guidelines For Forestry & Tourism, and Land Use Tenure. Bud Dickson asked if there has been a change in

the outpost tenure. He asked if he could transfer his outpost to someone in the general public and also wondered if there was a possibility of owning the outpost land in the future. Jim said they have some concerns about it and that they still want a remote industry 50 years from now. We don't want permits to get lost into the public sector. Rob Broadhagen said they have to give us longer tenures such as 99 years instead of 30 years. and that renewals are automatic. Jim said that he thinks the intention of the 30 year lease is to have automatic renewal.

7.ONTARIO TOURISM MARKETING PARTNERSHIP CORP.(OTMPC): Jim Grayston

The OTMPC collaborates with tourism partners and colleagues at home and internationally to develop and deliver exciting, integrated, research-driven marketing programs that reinforce Ontario as a strong tourism economy and a premier, four-season travel destination. Jim said that they are planning to implement a provincial hunting program. They are working with Gerry, Sunset Country in a new photo shoot this year. OTMPC just finished the 4th year of the Northern Strategy- 1.Develop and market outdoor products; 2. Grow more on the internet (Northern Portal); and, 3. Best Bet markets. Jim said they did a lot of consumer sport shows and in the Best Bet Markets they completed 4 years. in Chicago and 3 years in Minneapolis. He said the Northern Ontario Travel Portal now has 19 partners helping with content. This year with the new RTO, they have an additional \$4 million. He said he'll need to work with 13 a,b and c to see how they'll work with these dollars and determine what's the next best bet market. Steve asked Jim if OTMPC has spent any money in Manitoba. Jim said they did some but not with a focus on hunting and fishing. Mal asked if they are continuing with Chicago and Minneapolis. Jim said that they had some money left over in February and we've added \$485,000 to expand the program for April, May and June.

11:10 A.M. **COFFEE BREAK** -*Sponsored by the Royal Bank*

11:25 A.M. Meeting resumed.

8.MINISTRY OF NORTHERN DEVELOPMENT, MINES & FORESTRY: Frank Bastone

Frank explained that the Growth Plan for Northern Ontario, 2011, is a 25-year plan released on March 4, 2011, that guides decision-making and investment planning. It will focus decisions that build an economy that is resilient and sustainable and leverages the strengths and human potential of northerners by providing them with more education and career opportunities.

The Growth Plan aims to strengthen the economy of the North by:

- Diversifying the region's traditional resource-based industries
- Stimulating new investment and entrepreneurship
- Nurturing new and emerging sectors with high growth potential.

The Plan's policies are built upon six themes that each contribute to the region's long-term sustainability and prosperity: Economy, People, Communities, Aboriginal Peoples, Infrastructure and Environment.

He said the Plan will also provide a framework of support in the development of the Far North's "Ring of Fire", and that a coordinator has been hired. The 2010 Ontario Budget announced \$45 million over three years for a new training program to help Aboriginal peoples and Northern Ontarians participate in emerging economic development opportunities like the Ring of Fire. He said there will be an increase by \$10 million annual funding for the Northern Ontario Heritage Fund. More information can be found at www.placestogrow.ca

9.MINISTRY OF NATURAL RESOURCES UPDATES: Matthew Benson, Dryden Area Supervisor MNR and Darcy Damen, MNR Fire Smart Program

Matthew explained about all the MNR staffing changes ranging from retirements to transfers. He reported on the Forest Management and Wildlife Management Plans. Matthew said it is very important that Resort/Camp Operators know and understand what's happening in forests and management around in their area. On April 1st Phase 1 FMP's were implemented for the Dryden Forest and Lac Seul Forest as well as a 1 year Contingency Plan for the Kenora Forest. In 2012 the following FMP's are scheduled for implementation: Crossroute Forest, Kenora Forest, Whiskey Jack Forest and White Feather Forest. In 2013 operational planning will start for Phase 2 FMP's

on the Wabigoon Forest, Red Lake Forest and Caribou Forest. More information on Forestry news can be found at www.mnr.gov.on.ca/en/Business/Forests/index.html

The 2011 Hunting Regulations are now available and an electronic copy of the Regulations can be found on the MNR web site. He said that a fly over of WMU #8 in January showed a decline in the moose population (about 1,500 moose). Enhanced guide requirement, nonresident controlled deer hunt and nonresident limited entry deer season are still being discussed. The Dryden District reduced the number of outside issuers this year providing Export Permits to eliminate a potential conflict of interest and to align business practices more closely with other adjacent Districts and to address Enforcement Branch concerns. He said a new Fish ON-Line web tool was recently launched to help new anglers or people new to Ontario plan their fishing trip. Lakes can be searched to find what species habitat those lakes as well as use lake depth contours and satellite imagery to locate potential fishing spots. The Fish On-Line tool can be found on the MNR web site www.mnr.gov.on.ca

MNR Fire Smart Program-Darcy provided Fire Smart Manuals to KDCA members. Useful information for accessing whether your property is at risk of wildfires and provides a checklist to assist in Fire Smarting your property. He also gave an update on the forest fire situation. Currently the fire hazard is moderate-high. He said all fire fighting resources are on line including crews and bombers.

12:10 P.M. LUNCH

Sponsored by Sysco Foods, Consumer Frosted Foods & Evergreen Lodge

1:00 P.M. Meeting resumed.

Draw for a 30" Propane Stove donated by Try Smith Propane was won by Golden Arrow Camp- Todd Heath

10. QUETICO INTERNET MARKETING: Doug Lampi

Doug said he's been in business for 10 years building web sites, search engine optimization and social marketing. He also builds web sites using Wordpress and teaches clients how to use them. He explained he uses scipe with his clients and shared that text message marketing has now taken over e-mail. People can open a text message within 5 minutes whereas with e-mail you may have to wait up to as much as 48 hours to receive an e-mail. He handed out a web link for those at the meeting to receive a 2 hour course on the Economics of Marketing Tourism.

11. BUSINESS DEVELOPMENT BANK CANADA (BDC CONSULTING):

Rick Klimczak and Carmela Berginini

From over 100 offices across the country, BDC promotes entrepreneurship by providing highly tailored financing, venture capital and consulting services to entrepreneurs.

A financial institution owned by the Government of Canada, BDC has been serving Canadian entrepreneurs for more than 65 years.

Camela says they offer strictly commercial consulting, not personal. She said they only provide term loans. There is a Market Expansion Loan which is suitable for camps for doing Sports Shows and Internet Marketing. This loan has a minimum of \$10,000 and a maximum of \$100,000 with an amortization period of up to 8 years. Applicants must demonstrate that this money will grow their business. Term Loans have guaranteed long-term financing of up to 30 years.

Rick said that 75% of business owners want to sell their business within the next 10 years. He said businesses wanting to sell must put a lot of effort into positioning themselves for a sale 5 years prior. He said that current clients are the key marketing tool and having a good database of clients will be a key asset in the future sale of your business. He said you will have to sell proof and assurance- revenue and curb appeal...i.e. your camp has to be fresh, neat and in good repair.

Rick said there are 3 different methods in calculating what your business is worth.

1. Net Income x 10
2. Market value of land
3. Market value of assets (i.e. buildings, boats etc.)

To get what your business is worth add the value of the 3 methods and divide by 3. He also explained about the slice and dice approach to selling your business such as fractional ownership, condoization, tenants in common, rezoning and selling individual cabins. He said these are not proving to be viable so far because of zoning complications, professional fees, it's time consuming and there are time lags.

12. REGIONAL TOURISM ORGANIZATION(RTO): Graham Campbell, Transition Coordinator, RTO 13

We are Region 13 in the North with 3 sub regions a), b) and c). 13 c) is the largest mass region in Ontario.

The Northern RTO is established as a transparent, arms length coordinating body for product development, industry investment and capacity building. The RTO will work in partnership with established organizations on marketing programs that align and cascade without duplicating. Marketing programs will be developed by the partners within the three sub-regions and be referred to the RTO for funding. The programs will compliment and align local and regional strategies with the Northern Tourism Marketing Strategy, without duplication. Region 13 c) received \$1.3 million for last year. Two of the projects receiving dollars were Ontario's Sunset Country new web site launch of www.escapetoontario.com (highlighting Get-a-Way packages and events for Dryden, Ignace, Kenora, Red Lake & Ear Falls, Sioux Lookout and Sioux Narrows & Nestor Falls) and The City of Dryden, Dryden Development Corporation's Regional Cultural Resource Mapping Project. Graham said that overall this year \$4.2 million will be spent. Region 13 c) will get \$1.2 million. Judy Henrickson asked what part of the \$4.2 million goes to salaries. Graham said 10% admin. and 10% strategy. Mike asked if Sunset Country is going to be the administrator of this money. Graham said yes.

13. NOTO: Marg Watson, President and Doug Reynolds, Executive Director

A survey and booklet was sent out by the MNR to all resorts regarding the Provincial Management Guidelines for Forestry Management and Resource Based Tourism. Doug reminded everyone to please fill out the survey. Doug said that NOTO is pushing to get talks going again re: white-tailed deer. He said that on May 26th MNR District Managers (26) will be meeting in Thunder Bay. Marg Watson and Brad Greaves will be giving a presentation at this meeting on behalf of the Provincial Working Group. On May 14th Canada Border Services will be meeting in Sault Ste. Marie. Doug and Marg will meet with the Regional and Provincial Director for Ontario. Doug said they want a pre-clearance system...a procedure like they have for cruise ships. Harald asked if KDCA has an opportunity to give them more information for this meeting or can we send some reps along with you to this meeting? Doug didn't think more people was a good idea at this time but any additional information would help.

3:10 P.M. COFFEE BREAK - *Sponsored by BDO Dunwoody, Kenora*

3:25 P.M. Meeting resumed.

Draw for the NMMA Free Booth at Sports Show was Kabeelo Lodge-Harold Lohn

14. SUNSET COUNTRY TRAVEL ASSOC. UPDATE: Gerry Cariou, Executive Director

Sunset Country did 5 Sport Shows and 15% increase in literature being distributed. The new Big Game Hunting web site (www.huntsunsetcountry.com) was part of our contribution with RTO dollars. There is no charge to be on the site as long as you are a member of Sunset Country. He said they also did some T.V. in the midwest U.S. Bob asked if there was a study on return of investment with all this new marketing money. Gerry said that at Sunset Country level it's the total

number of people we meet and refer to your camps. Closing sales are the responsibility of the camp owners investment. Judy H. asked if Manitoba could be looked at marketing towards. Gerry said they have to come up with a plan. Judy H. said that at the Pheasant Run Sports Show Manitoba has such a presence...what they're doing is really working. Gerry said that Manitoba spends much less money to market than Ontario but agreed that we are losing a bit of the market share to Manitoba. Much discussion continued on how to better promote our area at the shows. Gerry reminded members that a Sports Show Strategy is only a part of the overall marketing strategy. Gord wondered why we couldn't market to Manitoba to fill the dead season such as July. Ideas can be e-mailed to:
gerry@sunsetcountry.net as a plan needs to be started in 3 weeks.

15. PATRICIA REGION TOURIST COUNCIL UPDATE: Mike Loewen, Executive Director

Mike says we've got a bigger picture here and he knows we can all work together to get more visitors back here. PRTC's main marketing tool is the FREE MAP. It was mostly distributed in the midwest U.S. but they also did a few other states. PRTC got rid of the www.heartland.on.ca web site and combined it with the www.freemap.ca web site. They also have a site www.canadafever.com which has a bulletin board. He said some members use it very effectively.

16. DRYDEN DEVELOPMENT CORPORATION: Vicki Kurz, Economic Development Manager

The DDC acts as the City of Dryden's project delivery agent to meet economic development and diversification objectives related to business retention, expansion and tourism. Through the RTO initiative DDC received money to commence on a Kenora District Resource Mapping Project which is scheduled for completion June 30, 2011. This is a GIS-based mapping of cultural and tourism tangible assets in the region. The Dryden Development Corporation (DDC) in partnership with the Northwest Business Centre (NWBiz) has recently established a new online business directory for the City of Dryden and surrounding area. The self-maintained, online directory has improved business listings offering features such as driving directions, contact information sharing, up to 800 characters of searchable keywords, customizable marketing messages, images, logos, amenities, and web site/social networking links. To view or be added to the Directory go to <http://exploredryden.ca/businessdirectoryc309.php>

Dana Soucie, DDC Tourism Coordinator:

Dana encouraged camp owners to get their brochures into the seasonal Visitor Information Centre in Dryden which opens the long weekend in May and operates until the long weekend in September. She said their big event this summer is the TecVana where Geo-Adventure winners arrive to experience the great outdoors of Northwestern Ontario June 14-17. Mariko, Bob and Wayne Izumi are behind this tourism initiative. Dana also runs the certified OTEC's highly rated Service Excellence workshops for managers and front line workers. This initiative is sponsored by the Dryden Development Corporation. The next workshops run Sept. 15 & October 11, 2011 from 9 am to 5 pm. Lunch and certificate included in the registration fee. Contact Dana at (807)223-1164 to register.

17. OTHER BUSINESS :

FALL MEETING - Combined KDCA/NWOTA Meeting confirmed for Oct. 5, 2011, Evergreen Lodge, Eagle Lake .

18. ADJOURNMENT: Meeting adjourned at 4:30 pm.