

KDCA FALL MEETING FRIDAY, MAY 4, 2007

IN ATTENDANCE (45)

HARALD LOHN
GARY BEARDSLEY
STEVE HARTLE
EVE HARTLE
NATHAN HARTLE
MAL TYGESSON
PAT TYGESSON
JERRY FISHER
MARILYN BILSBARROW
GERRY CARIOU
JACQUI HAUKENESS
JIM BUHLMAN
CAROL WISNESKI
ROGER VALLEY
GWEN KURZ
BRIAN MILES
PETER BURNS
BRAD BULBUCK
VANESA NOWE
ROBERT PALUCH
MELINA JANSEN
SABRINA DONAHUE-LAKE
SHANNON MCKEE
JUDY HENRICKSON
GORD BASTABLE
DAN DENZLER
WAYNE ALBERTS
CHRIS LAVOIE
DON MOORE
ROB BROADHAGEN
JOHN CHRISTISON
KELSEY SPENCE
PETE STIEGLITZ
MIKE WILLIAMS
IAN SVEINSON
JEFF RECHEK
GERRY MULIAHG
DARREN ENVALL
KEVIN WELNIAK
JOHN FAHLGREN
SHEILA LARMER
VICK KURZ
VICKI BLANCHARD
RENA MADDEN
KARLA CLARKE
JUDY ALEXANDER

KABELLO LODGE
LAC SEUL'S EVERGREEN LODGE
BIG HOOK WILDERNESS CAMPS
BIG HOOK WILDERNESS CAMPS
BIG HOOK WILDERNESS CAMPS
EVERGREEN LODGE
EVERGREEN LODGE
MORSON OUTFITTERS/VP NWOTA
PATRICIA REGIONAL TOURIST COUNCIL
SUNSET COUNTRY TRAVEL ASSOCIATION
RUGBY LAKE LODGE
EAGLE LAKE SPORTSMEN'S LODGE
STANLEY'S RESORT
M.P. KENORA RIDING
ROGER VALLEY OFFICE/CITY OF DRYDEN
PATRICIA AREA COMMUNITY ENDEAVOURS
McAULEY & PARTNERS
RBC ROYAL BANK, DRYDEN
RBC ROYAL BANK, KENORA
TEMPLE BAY LODGE
DRYDEN DISTRICT CHAMBER OF COMMERCE
PATRICIA AREA COMMUNITY ENDEAVOURS
PATRICIA AREA COMMUNITY ENDEAVOURS
UCHI LAKE LODGE
VERMILION BAY LODGE
FISHERMAN'S COVE
TIMBER POINT CAMP
PINE ACRES
GOLD ARROW
NORTH CARIBOU CAMPS
BIG EAGLE LODGE
WILDERNESS AIR
WILLIAMS LAKE LODGE
SILVER WATER WHEEL LODGE
CLEANMORE SERVICE
NMMA SPORTSHOWS
NMMA SPORTSHOWS
NMMA SPORTSHOWS
INDIAN LAKE LODGE
SYDNEY LAKE LODGE
MINISTRY OF TOURISM
CITY OF DRYDEN- ECONOMIC DEVELOPMENT
DRYDEN MARKETING ASSOCIATION
TIMBERMAX
CLARK'S RESORTS
NORTHWEST DESIGN + COMMUNICATIONS

1. CALL TO ORDER The meeting was called to order at 9:15 a.m. May 4, 2007 by Harald Lohn as President.

2. INTRODUCTIONS Self introductions were made around the room.

3. PRESIDENT'S OBSERVATIONS/DISCUSSIONS : Harald Lohn

Harald asked all attending that we keep an orderly house and to please raise hand to comment. He asked all to give a round of applause to Pat Tygesson and her staff-putting together the meals, decorating the hall and organizing draw prizes for the dinner and dance.

KDCA WEB SITE: Harald said it is still under development - a work in progress. He congratulated Judy and northwest design + communications for such a wonderful job. He invited those who have not been to the site to please visit www.kdca.ca and if anyone has any comments to let KDCA know.

FALL MEETING: Harald reminded members that there is an election in October and an opportunity to become part of the executive. Harald asked Gary Beardsley if he would be interested in looking after the nominating committee. He agreed. If anyone is interested in putting their names forward to please let Gary know. Harald said that elections are important-this is your organization-you need to pick.

NEW CONTACT-ALL CANADA SHOW: The new contact is Patricia Dabinchino out of Sault Ste. Marie as Anna Lisa Walker is very overworked dealing with immigration and customs assistance. Harald said he would get here telephone number posted on KDCA web site.

NOTO MEMBERSHIP DUES: Harald said that KDCA hasn't paid their dues and questioned "what are they doing for us?" We are throwing a vote out to members this afternoon as to whether we pay the \$300 membership. Mal asked that if the members decide yes-as an associate member, how will that affect us-any conflict? Harald said that the NOTO board is changing quite a bit and that they are now making an attempt to reach out. He said there seems to be a change in thinking- we'll have to ask Dave McLeod questions during his presentation. He said to Mal that he didn't see a conflict.

INCORPORATION: Harald said that Steve Hartle will be talking about this later.

DESTINATION MARKETING: Harald said that KDCA's winter newsletter explained all about this program. He said he is on the steering committee and that they have all the legal documents in place as well as P.A.C.E., R.R.F.D.C., L.O.B.E.C., FEDNOR seed money to work. Next step is to sign people up and the next phase is strategic planning -Aug.7, 2007 as well as get bridge financing in place. He said that the Destination Marketing Fund is asking for a loan of \$5,000 which will be paid back- they may not need to use it but are asking just in case DMF needs it. Harald said we would need to vote on it. Judy Henrickson asked how many people have bought into this. Harald said eight or so. Judy also said that the members need a debate or discussion on this- don't railroad it through. Harald agreed to more discussion. Judy said that we should be discussing if we want to charge our guests an additional fee. Harald said it's all voluntary- visit the web site and read the marketing materials, F.A.Q.'s and benefits. Pete asked if joining the DMF would take away membership from PRTC and Sunset Country. Harald said that they had discussions with Mike and Gerry- it's agreed that these two organizations drive business to our camps. He said that DMF's concern is that people are going elsewhere to places like New Zealand etc. He asked Gerry if Sunset Country feels threatened because I see us as working together. Dan Denzler said that marketing campaigns in the past have been advantageous for those involved in those programs. he said as Past President he understands how hard it is to get members involved. He said he sees the current executive as being more political. He said he was concerned that KDCA is getting off track and that it doesn't matter how many people we get to come to Canada- the problem is crossing the border. Dan said he would like to put a motion on the floor

that KDCA not proceed any further on this request. Harold said that he is involved in DMF because he believes in it. Gary and I are on the Steering Committee and this is all volunteer time. He said he doesn't see a conflict being on KDCA and DMF- we have not used the resources of KDCA to promote DMF. It has been done jointly with NWOTA/KDCA. Steve asked if he wanted to put a motion on the floor. Mal said there is no railroad conflict- you don't have to charge your guest...you can pay it out of your own pocket. it is only on accommodation packages. Almost everywhere you go you may not know it but you are charged a DM fee. He said that the government isn't interested in helping us and that this bridge financing would be paid back. Mal said that in Kenora they started with seven hotels and they are beginning to do things now with that money...we need to get people and money in place so we can start doing things. Harald said that in respect to railroading- he sent an e-mail to the directors-two said we need discussion and a vote. Harald said that he and Gary would refrain from voting. Rob said that dan brought up his biggest concern that we are wasting money on marketing- we all had a great business- but we have the worst border crossing in the world. Fix the border first. Harald said that NWOTA and KDCA have had ongoing meetings with border officials- we have not let this die. Borders are Federal issues. dan motioned that KDCA will not loan a bridge loan of \$5,000 to DMF. Seconded by John Fahlgren, however more discussion continued. John Christison said that KDCA and DMF are totally separate entities just as PRTC and Sunset Country. He felt that we need all the help we can get in marketing. He said he thought it was wise use of \$5,000, he's in favour of helping out and it will be paid back. John Fahlgren said that he, Gary and a few others were in Ottawa-North American Hunting & Heritage regarding firearms etc. They sat with Anne McClellan and discussed with her the border crossing issue. John feels that if we are going to spend any money it should be on the border crossing issue to change public opinion as well as lobby the Federal Government- until we can change beauracrats we will not get anywhere. Judy asked if the eight camps were going through with this regardless. Harald said yes. he said the money could be used to bring in a consultant to the Marketing Strategy meeting in Dryden in August. bridge money will offset the cost of a consultant for DMF. DMF has \$38,000 in seed money. Steve said he voted no on it when he received the e-mail from Harald. He said his concern was that if we start lending money to Marketing Funds are we setting a precedence and become a bank. As treasurer i ask what guarantee do we have that we'll get the money back. Gerry Cariou said that Sunset Country's position is that they are doing their job and will continue to be supported by it's members. Do we need to brand NWO like New Zealand and Mexico are doing?-yes we do. He said to remember that only the camps that join DMF will charge their guests a fee. Rob again brought up the argument that border crossing should be fixed first- it's like putting the cart before the horse. Jerry said that Ken Boshcoff is setting up a meeting in Ottawa and reps from NWOTA and KDCA will be going to Ottawa to meet regarding the border issue. Judy asked if DMF can do a better job than PRTC and Sunset Country. Jerry said that they had a meeting in Thunder Bay where they counted ads in newspapers and magazines. All the ads were from Mexico and other places-nothing from our area so we determined we needed our own way to market ourselves. Gary said that he and Patty traveled to Mexico this past winter and said it was so easy to get information on the internet. He said Northwestern Ontario is lost in the Northwestern U.S. market- New Hampshire, Rhode Island and Mexico have all the ads in the U.S. newspapers-nothing for Northwestern Ontario. he said we need to get people back to Northwestern Ontario- come fishing with your son rather than going to Disneyland. judy said she spoke to four of her groups that have been coming for years- this year they are going to Alaska. She said she does understand the branding issue. Harald said that the DMF is not going to replace PRTC and Sunset Country. Gerry Cariou said that the DMF is an enhancement to what PRTC and Sunset Country are doing. He said that Sunset Country gets 14,000 web site visits a day. Rob said that he sees the need for branding but stressed again that the border issue has to be fixed. Steve said that it's not about whether you are for or against it- it's whether you want to lend the \$5,000. He asked Harald what will happen if they don't get it. Harald said DMF will go on. Judy said that this request is no different than when Bud Dickson stood before us and asked for money for the bear hunt issue. Harald reminded membership that there is a motion on the floor. Votes for those in favour of lending the money was seven. Votes for not lending the money

was seven. Judy said that she would like to make a motion because it's a tie vote to defer this to the fall meeting. motion seconded and majority in favour. Deferred to fall meeting.

4. MINUTES OF FALL MEETING Minutes from the 2006 Fall KDCA meeting were previously circulated. Gary Beardsley moved to accept the minutes as presented. Jerry Fisher seconded. Carried.

5. TREASURER'S REPORT Steve Hartle

Steve reported that he moved \$20,000 out of a checking account to make a little more interest. He reported that KDCA has just over \$70,000 and have 132 members- we're holding our own. He said a \$12,000 GIC is coming due and \$9,000 will also be moved over to Investors. \$1,400 was paid out to the lawyers for Incorporation Fees. Mal questioned whether we should be charging GST on membership fees. Peter Burns said he would look into it. Carol Wisneski congratulated KDCA for being in such good shape financially. She said that years ago KDCA used to take the MNR and other political people out for lunch/dinner. Jerry said that NWOTA is very envious as NWOTA is almost broke. Harald said that one of the things the executive does is bring forth ideas- that's why we need membership to step up to the plate- give feedback on ideas and help put our money to work. Dan motioned to accept the Treasurer's Report. Seconded by John Fahlgren. Carried.

10:45 A.M. - COFFEE BREAK- SPONSORED BY THE ROYAL BANK

11:05 A.M.- MEETING RESUMED

PRESENTATION: THE STATE OF TOURISM IN NW ONTARIO Sheila Larmer, Ministry of Tourism

She thanked KDCA for the invitation as she enjoys these meetings very much. She said that there is new research- Motivations Survey which is about why people travel to where. She did a slide presentation highlighting the following:

In 2005, Rainy River performed better in the U.S. Market than the province (-9.9%) or Kenora.

In 2006, border crossings (Rainy River) were down 5.3% over 2005.

In 2005, visits to Kenora declined by more than the provincial average.

In 2006, border crossings (Kenora) were down 12.7% over 2005. Overall NWO was down -6% and doing better than the rest of the province.

The Travel Intentions Survey indicates that prospects are looking better- expect Northern Ontario to do well over the next two years in the U.S., especially Michigan, and Quebec but not as well in Ontario and Manitoba.

Americans are coming to the North for attractive scenery and landscape and planning a trip to Northern Ontario will be for the nature and outdoors.

Fishing, especially in Kenora District, has a strong following among U.S. travelers.

TAMS: Fishing and Hunting-Trophy Fishing was a trip motivator-53.5% as well as Big Game Hunting 77.7%.

The opportunities for growth for Northern Ontario- for the near markets, 2 major urban areas emerged as a potential visitor market for Northern Ontario: Chicago, IL and Minneapolis- St. Paul. For the long-haul markets, 2 major urban areas emerged as potential visitor markets for Northern Ontario- Los Angeles, CA and Houston, TX.

Younger crowds will be looking for more activities other than fishing.

The top 3 info sources for planning a trip were Internet, past experience and advice from family and friends. Trade shows are less likely to attract young people.

Fishing is what differentiates Northern Ontario in the travel market.

Sheila said that there is a lot more information on the web site www.research.tourism.gov.on.ca

DISCUSSION:

Harald commented that all this available information is underutilized by us and asked how they get all their data. Sheila said there are a number of sources- Federal Government-TAMS Data, Stats Canada as well as running our own surveys. Rob asked whether this data is critiqued by people in the business. Sheila said that Sandy Dickson (Atikokan) consults on this data. Sheila also said there is also changes being made in licensing program- trying to limit the number of licenses. She said that current licenses don't do anything. Now licenses will only be required for land use permits or getting moose tags etc. Everyone will be getting letters by the end of the month asking you to verify if you require a license. Chris told Sheila that there are a lot of fly by night deer hunting operations here. Sheila said that is something they should be taking up with the MNR.

6. NOTO UPDATE: Dave McLEOD

Dave brought greetings from NOTO Board. He owns Howey Bay Resort in Red Lake and has been in the area for 20 years and was previously the Director of Education for the Keewatin-Patricia District School Board. He is one of 3 reps to NOTO in the area. The other two are John Fahlgren and Hugh Carlson. He said he wasn't going to speak specifically on border issues or GST but would like to speak about bigger picture issues. He said that NOTO has to do a much better job as to what it offers its members and what we do with our money. He said organizations have to re-examine themselves-why we exist. The environment in which we work is changing dramatically. Everyone that we've talked to at Sports Shows knows how our operations are impacted since 9/11. One of our biggest challenge is the border issue but I think the biggest issue is the engagement issue-how we do business. He said we have to talk to fellow operators to see what they are doing about issues. The last two years NOTO has moved forward in finding ways to become more effective. NOTO meets one time /month via video conferencing. NOTO now has a solid planning process in place and will have a strategic plan within 1 year. He said that NOTO has identified several objectives: border crossings, tourism licensing, GST, and increasing membership revenue. he said NOTO has to be seen as a leader organization and be seen by industry and government as being proactive. He also said that NOTO has to be accountable as well as hold others accountable. He said that NOTO has to treat members equally at all times. in closing he commended KDCA for all its efforts in the tourism industry and said that we all have to work together.

12:10 P.M. LUNCH SPONSORED BY SYSCO FOODS, FROSTED FOODS, J. WEBB & SONS AND EVERGREEN LODGE.

1:10 P.M. MEETING RESUMED

7. PRESENTATION:ROYAL BANK- FRAUD AWARENESS Brad Bulbuck, Account Manager

Brad said he is here today to bring awareness to the increased fraudulent activity that has been the topic of numerous media attention lately. He said that any client can be a victim of fraud. He said that the Royal Bank takes every protection possible to ensure its clients are protected. He recommends daily reconciliation of items clearing through clients bank accounts He talked about e-mail fraud and passed out samples of fraud e-mails and said that the Royal Bank would never ask clients through e-mail or internet for passwords etc. as they already have this info. He said yesterday a client clicked on a link within a fraudulent e-mail and within one hour lost \$5,000. Within 10 minutes the Royal Bank had their money back and explained that the Royal Bank refunds 100% of your money for something like this on-line. He said they have a National Fraud Detection Team and in this situation when fraudulent activity occurs the victims bank account is frozen. He said that the telltale sign of a fraudulent e-mail is the link in the e-mail. Brad said that today it's safer to do banking on-line-don't have to worry about checks being stolen. Karla said that clients have to pay to view checks on-line. One other scam Brad talked about was credit card fraud. and told a few stories of camp operators being scammed and advised camp owners to stay

away from accepting checks as there is more and more check fraud happening.

8. PRESENTATION: WHITE TAIL DEER HUNTING Jacqui Haukeness

Jacqui said that we are way behind on guide requirements, licensing compared to other provinces and states. A letter was sent to MNR in the fall and so far four conference calls- Regional MNR position issues are social not sustainability. She said we need to manage herd and hunt for the long term and membership approval and support is needed to move forward. Harald said that yesterday at NWOTA meeting the consensus was that more lobbying is required-make them mad and angry. Apparently; the MNR almost ran out of licenses for the Northwest. Harald said that KDCA is looking for direction from group/committee. Rob asked if there might be more of an impact if it was called a "hunting" committee. Harald suggested the committee get there information on paper and out to the MNR. Jerry said he agreed with Harald that they should put all their issues on paper and get it to Harald and they will put it on NWOTA/KDCA letterhead and send it off to the right people. Mal said that it's also a social issue-everyone is getting into the act-renting private cabins for hunting-soon there will be serious hunting accidents-no control. Pete said that's already happened in the northern U.S.

9. PRESENTATION: ONTARIO TOURISM MARKETING PARTNERSHIP (OTMPC)

Jim Grayston He announced that they have a new director- Chris Milner. Jim said that Northern Ontario has been working on a 5 year marketing strategy and are coming to the end. He said that there is an aggressive consultation process happening. Pan- Northern Strategy will go to 2012. There are 80 participants in 12 groups. Some barriers have been identified:

Distance and accessibility- 5-6 hour drive threshold. Anything over that people are taking a plane.

Passport and Border Issues-misinformation, long lineups at border and need letter from wife to get kids across the border.

Cost- high gas price and exchange rate.

Lack of Awareness- as to what Canada has to offer.

Jim said that in the North they have a restricted budget-we work hard and sometimes get caught up in provincial issues. He said more than half their budget goes to Ontario's North, NONTA, NORTA's(6)and Directions Ontario. He said they plan to do more single advertisements in magazines as the double ads in the Field and Stream were too expensive and last year they developed a hunting web site. They switched to some U.S. Networks and market more aggressively in U.S. Television but we are running out of money. Steve commented that their double page advertising wasn't successful last year and suggested that maybe they should consider doing static banner ads instead. Jim said it will be business as usual this year and they are going to develop an outdoor program- an umbrella outdoor web site to capture a broader audience. Harald asked Jim if he was going to talk more about the five year plan. He said that they need more direction (steering committee) to get our say at the table by next year. Mal said it seems stupid to spend more money on marketing if the door is shut at the border. Jim said that since 1991 he has been coming to KDCA meetings- in the old days we sold Ontario and have somehow gotten away from that. We are thinking of spending money to go into a U.S. city- you pick the city, to try and sell Northwestern Ontario with an emphasis on fishing and hunting. We're talking a substantial amount of money. At a previous meeting Chicago was mentioned. Harald said that Jim is looking for support to move forward on this project and yesterday he got 100% support from NWOTA. Gary moved that we support this initiative. Carol Wisneski said they should bring back some of the old fishing television ads. Jim said we need to update that commercial plus a new song or go back to "ontari-ari-ari-o." Vicki Kurz asked if the focus will be solely on fishing or will it include other activities. Jim said other activities will be included and will be exclusively for NW Ontario. Jim said he hopes that they can run this campaign from next January to March and that this is over and above what's already planned. Harald asked if we send Jim back with our support. Motion already on the floor from Gary. Seconded by Mal. 100% voted

in favour. Carried.

10. PRESENTATION: ROGER VALLEY, M.P.

Roger started by saying that the border issue is not going away in the short term and passports are right back to where we started from. It's a news issue right now. We now have a border caucus and he attended a four day meeting in Washington. He said they've been in campaign mode for three years-pressure amongst parties and things aren't going well in Ottawa- we're not doing our job down there. In regards to border crossings Roger said he hears about the frustration and sees it everyday and said that we have gone from problems at one border to problems at three crossings. KDCA and NWOTA sent a letter on how the border issue is impacting their businesses. Roger has invited them to Ottawa to a meeting with the caucus. He said the impact is here and it's spreading. Ken Boshcoff and Roger have pushed for this meeting. He said the Outdoor Caucus is in the process of hiring a bilingual coordinator. Their mission statement is that "everybody that wants to come up to Canada to enjoy the outdoors and look after the outdoors has a right to do so." He said the Border Caucus plans on dealing strictly with politicians on both sides of the border. Harald said that a rep from KDCA and NWOTA would be attending the Ottawa meeting, even if it takes a week away from our businesses. Mal asked if the border crossing issue not go against NAFTA. Roger said to Mal that they have talked about this before being a breach on NAFTA. He said maybe that should be brought up in Ottawa. Jerry said we talked about hiring a lawyer to research this. Roger said he didn't think they needed a lawyer let the caucus do their job in delving into this. He said they'd probably have 15 to 20 minutes to make their case. Gerry asked what Roger sees needs to be changed. Roger said that if legislation is pursued it will take about 3 years. This caucus has to make a decision quickly. Roger said that nowhere else in Canada has this issue- we need to get the Minister to pull the numbers-hopefully he will see there is something happening in our area. Gerry talked about getting stats together from resorts to take to the meeting. Gerry also said that nobody else in Canada has had to create two web sites to tell people about crossing the border. He also said we have a huge problem with invasive species and aircraft. Roger said that we are lucky that we have cold waters but if it warms up we're in big trouble. Roger said that the gun law regulations won't happen in this parliament. Roger thanked KDCA for inviting him and he'll be around for a few hours if anyone has any questions.

3:15 P.M.- COFFEE BREAK SPONSORED BY TD BANK

3:30 P.M. MEETING RESUMED

12. PRESENTATION: NMMA SPORTSHOWS: Darren Envall, Sport show Manager

Darren said that in 2007, more than 250,000 people attended an NMMA Sport show. He had handouts available with all the attendance stats and show summaries for 2007. They will offer a \$50 rebate towards the DMF fund for KDCA and NWOTA participants. Darren said that they are looking at ways to attract kids to the shows so they will get interested in fishing. Rob asked what he thought the reason was for kids not being interested in fishing. He said single parents and video games. He said kids 12 and under are admitted free to their shows. He said that archery is very big in Minnesota so he would like to work in this event to the shows.

14. OTHER BUSINESS

a) **Bursary** - Mal said that Pat will continue to look into this idea.

b) **NOTO Membership**- Dan moved that KDCA continue as a NOTO associate member. Seconded by Mal. Carried.

c) **Ottawa Trip- Border Issues**- Harald said we will need money for the trip. Dan said the executive has the discretion of approving up to \$3,500 between now and the next meeting. Current data will be needed for the Ottawa trip. Between PRTC Sunset Country, KDCA and NWOTA they would put a questionnaire together to be emailed to all members. PRTC will put

it together and all organizations will do an e-mail blast to it's members.-tight timeline and one central response location will be set up.

d) MOU - KDCA/NWOTA - NWOTA, KDCA and RRDF have all contributed \$4,000. Jerry said that money was spent to develop a web site, spent money on the border crossing issue, purchased reports from Statscan and funded the Deer Committee. Jerry made a motion to renew the Memorandum of Understanding. Seconded by Gord. Carried.

c) FALL MEETING - Oct.3, 2007 Evergreen Lodge, Eagle Lake

Elections will take place. Nominations to be submitted to Gary Beardsley, Chair of the Nominating Committee

21. ADJOURNMENT: Harald voted to adjourn the meeting. Jerry seconded. Carried