

From: Anne-Marie Loranger <tdlt.btt@gmail.com>
Sent: Thursday, March 15, 2018 11:56 AM
To: Lois Weston-Bernstein; James Franks; Bernadette Lindsay; Samir Boumerzoug; Michelle Anderson; Roxanne St. Germain; Tourisme; Stephen; Deschamps, Denise (IC); Lucie Desrochers
Subject: Report / compte rendu
Attachments: Report February 14 2018.docx; Compte rendu le 14 février 2018.docx

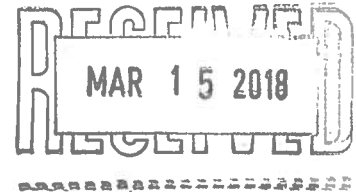
Hello everyone,

Here is the report of the last Lake Temiskaming Tour du lac Témiscamingue meeting on February 14th, 2018 in NB. Thank you!

Bonjour à vous tous,

Voici le compte-rendu de la dernière rencontre du Lake Temiskaming du la Témiscamingue datant du 14 février à NB.

Merci!



Anne-Marie Loranger

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4. Lake Temiskaming Tour du lac Témiscamingue Website

Anne-Marie Loranger is working on adding a Big Attractions page on the website and it will hopefully be in the works before the end of her contract.

Adèle Laframboise, a Co-op student from École secondaire catholique Sainte-Marie, is working at the chamber until June and has started learning about the website.

Anne-Marie Loranger showed the committee the statistic that she pulled from Google Analytics (for the website).

Adding hashtag to the passport will give statistics as well. It will have to be added to the passport.

The committee agreed to keep Mattawa on the tour until we sort out the partnership for the next project.

5. Next phase project – Packages (Fed Nor application)

Phase One of a new project has been accepted by FEDNOR.

Phase Two application is being written in the next week.

- ✓ Ottawa Heritage River
- ✓ Lake Temiskaming Tour du lac Témiscamingue packages
- ✓ Way Finding signage
- ✓ Passport each year
- ✓ Website

6. Partnership commitments for 2018

The committee asked for a letter with information about the next project. (3-year commitment)

Samir Boumerzing requested that a presentation be made to the MRC du Témiscaming.

Anne-Marie Loranger will send a letter to all the partners' contribution to the project.

7. Project ends March 31 – lead until next project

Lois Weston-Bernstein said that the TSACC will take the lead until the next project pending on the funding approval.

8. Date for the next meeting

The committee will meet in the fall of 2018

Anne-Marie Loranger
Anne-Marie Loranger

28/02/2018



Meeting for Lake Temiskaming Tour Partners
Wednesday, February 14th 2018
North Bay Chamber of Commerce Office
205 Main Street, North Bay
10:30 a.m.

Present:

Anderson, Michelle -Economic Development Officer for Cobalt, Coleman, and Latchford Economic Development Initiative
Boumerzoug, Samir -Agent de développement
Franks, James – Economic Development Officer
Hollingshead, Stephen-Tourism North Bay
Lindsay, Bernadette -Partnership & Product Development
Lockhart, Pauline- Temagami representative
Loranger, Anne-Marie -Tisser des Liens Témiscamingue / Building Ties Temiskaming
Nadon-Langlois, Amanda- Tourisme Kipawa Tourism
Weston-Bernstein, Lois -Business Manager for the Temiskaming Shores & Area Chamber of Commerce

Regrets:

Deschamps, Denise -FedNor

1. Welcome

James Franks welcomes everyone to the meeting and thanks Steve Hollingshead for the use of the boardroom. A round-table of all participants and an introduction of their jobs was done.

2. Update of the 2017 project and successes

Lois Weston-Bernstein shared with the committee the success of the project and its accomplishments. The Lake Temiskaming Tour du lac Témiscamingue was promoted throughout the project with events such as the Hello/Bonjour Campaign, 4 Building Ties evenings, the Winter Fun Guide, Devil's Rock signage, Shuttle during the Foire Gourmande, the Temiskaming Ambassador Day and many more. Expedition à la Vivianne, the Lake Tour Passport, and the Website itself were also used to successfully promote the Lake Tour route.

3. 2018 passport draft, T-shirts or other giveaways.

Bernadette Lindsay suggested we put the testimonial of the winners of the passport on the website. She added that we need to continue working to build the website and make it even better.

The committee made a few recommendations for the t-shirts. Anne-Marie Loranger will work on a new design.

The committee decided to have 3 tourist packages worth 1000\$ in the Temiskaming Shores area, Temagami area, and the Témiscaming and Kipawa areas.

A basket valued at 500\$ containing local products to be drawn among those who payed an admission fee to a tourist attraction. The prize is added to this year's passport.

Steve Hollingshead explained the winter package in North Bay to Rebecca Phillis and he wants her to choose a date that works for her to use the prize.