



Advisory Committee on Tourism

AGENDA

November 28, 2019

1:00 p.m to 3:00 p.m

In the Classroom, Town Hall



1. **Call to Order**
2. **Disclosure of Pecuniary Interest**
3. **Minutes of Last Meeting – Actions arising**
4. **Deputations/Presentations**
 - a) South Georgian Bay Tourism Presentation - Melissa Twist
5. **Unfinished Business**
 - a) TIAO Tourism Summit Recap– Tyler King and Gary Hendry
6. **New Business**
 - a) Sub-committee Recap - Colleen Bannerman
 - b) Bridge Reconstruction Update- Tyler King
 - c) Tourist Destination Management Plan - Discussion and recommendations
7. **Sub-Committee Reports**
 - a) Sparkle Brand Roll-Out - October 28, 2019 Minutes
 - b) Sparkle Brand Roll-Out - November 11, 2019 Minutes
8. **Items for Future Meetings**
 - a) December 19, 2019
 - b) Wasaga Beach Brand Rollout – Report from Chris Styan
 - c) Wasaga Beach Advertising and PR Strategy
 - d) Other future new business
 - e) Beach beatification project – Spring 2020
 - f) Event Strategy (obstacles and advantages)
 - g) Bridge reconstruction plan
 - h) RTO7 – presentation at future meeting
9. **Date of Next Meeting(s)**
 - o December 19, 2019
10. **Adjournment**



ADVISORY COMMITTEE ON TOURISM

DRAFT MINUTES

October 24, 2019 at 10:00 a.m.

The Classroom at Town Hall

30 Lewis Street, Wasaga Beach, L9Z 1A1



ATTENDANCE: Chris Styan, ACT Chair
Gary Hendry, ACT Secretary
Ken Bruton
Colleen Bannerman, President, Chamber of Commerce
Sylvia Bray, Deputy Mayor
Tyler King, Economic Development Officer

GUESTS: Doug Herron, Director, Planning and Economic Initiatives
Stan Wells, Councillor
Joe Belanger, Councillor
Leslie Rodenhiser

REGRETS: Wendy Fox
Dan Kardos
Richard White, ACT Vice Chair

CALL TO ORDER

Chairman Chris Styan called the meeting to order at 10:25 a.m. after a delayed start. Chris welcomed Tyler King as the new Economic Development Officer for the Town and thanked Ellen Timms for her service. Chris informed the committee that Todd Young has submitted his resignation from the committee on October 5, 2019. Todd thanks the committee for their time, and wishes everyone every success moving forward.

DISCLOSURE OF PECUNIARY INTEREST

None

MINUTES OF LAST MEETING

Mr. Styan confirmed that members had reviewed the previous minutes and asked for comments and there were none. Motion to accept the minutes of September 26, 2019.

MOVED BY G. HENDRY
SECONDED BY K. BRUTON

RESOLVED THAT The Advisory Committee on Tourism minutes dated September 26, 2019 be accepted.

CARRIED

DEPUTATIONS

None

UNFINISHED BUSINESS

TIAO Tourism Summit – Blue Mountain Resort, October 29-30

Deputy Mayor Bray, Mr. Herron and Mr. King will attend the TIAO Tourism Summit on behalf of the Town. Mr. Hendry will attend on behalf of the Advisory Committee on Tourism. Independently, the Wasaga Beach Chamber of Commerce will send Kelly Nash to attend. Together, attendees will make notes at the conference and report back to the committee.

ACTION: Staff to follow up with attendees by email to confirm conference details.

Wasaga Beach Brand Rollout – Report from Chris Styan

Mr. Styan met with Mr. Herron and Mr. King to discuss brand rollout. Based on that session Mr. Styan had created a Power Point to share with the group (Appendix 'A').

Summary is as follows:

1. Identify a brand manager/administrator
2. Determine brand assets
3. New opportunities to bring the brand to life
4. Develop standardized advertising templates

Group discussion followed suggesting ways of addressing these points, including things to consider moving forward (i.e., francophone visitors, cross-departmental education in the Town, brand package for businesses, trademark of Sparkle logo and enforcement, Town-supplied merchandise, partnering with new developers, co-operative advertising, and subcommittees).

ACTION: Staff to follow up on whether Sparkle logo was trademarked.

Motion to approve establishment of subcommittee to build out a brand rollout strategy for Committee and Council approval.

MOVED BY S. BRAY

SECONDED BY K. BRUTON

RESOLVED THAT The Advisory Committee on Tourism accept the establishment of a Subcommittee to discuss and develop the brand rollout strategy.

CARRIED

The subcommittee includes Deputy Mayor Bray, Mr. Styan, Mr. Hendry, Ms. Bannerman, and Mr. King. First meeting is scheduled for October 28th at 10:00 a.m.

NEW BUSINESS

Tourist Destination Management Plan (TDMP)

Deferred until following meeting

ACTION – Mr. Styan to provide Mr. White with Power Point presentation for next meeting for discussion and recommendations.

ITEMS FOR FUTURE MEETINGS

November 28th meeting

- South Georgian Bay Tourism (SGBT) presentation
- TIAO Tourism Summit review

December 19th meeting

- TDMP discussion and recommendations
- Advertising and Public Relations Strategy

Future Meetings

- Beach Beautification – Spring 2020
- Event Strategy (obstacles and advantages)
- Bridge reconstruction
- Regional Tourism Organization 7 (RTO7) presentation
- Determine committee meeting dates for 2020

DATE OF NEXT MEETINGS

The next meeting will be held November 28th, 2019 at 1:00 p.m. in the Classroom. Following meeting will be held December 19th at 1:00 p.m. in the Classroom.

ADJOURNMENT

The Chair adjourned the meeting at 11:52 a.m.



ADVISORY COMMITTEE ON TOURISM

SUBCOMMITTEE MINUTES

October 28, 2019 at 10:00 a.m.

Wasaga Tax and Accounting

2115 Mosley Street, Wasaga Beach, L9Z 1X6



ATTENDANCE: Chris Styan, ACT Chair
Colleen Bannerman, President, Chamber of Commerce
Sylvia Bray, Deputy Mayor
Tyler King, Economic Development Officer

DISCUSSION

Subcommittee to investigate trademark with new Sparkle logo against the category of tourism. Explore the cost to register and defend.

ACTION: Subcommittee to price out trademarking costs.

Tourism brand should align with Town in organizational mission, values and objectives. Clarification can help streamline process in the future and ensure that brand culture in the community develops.

ACTION: Staff to provide Mr. Styan with contact information for Cundari.

ACTION: Mr. Styan to follow up with Cundari to understand brand interpretation.

Developer requests should be considered when building the brand rollout.

The colours and/or spokes of the Sparkle logo should have a significance to them – either a story or theme that builds out the storytelling behind the logo and overall brand exercise.

ACTION: Subcommittee to recommend storytelling concepts at next subcommittee meeting.

Consider merchandise licensing as a means of having local businesses push the brand on the Town's behalf. The Town can become the supplier of the merchandise or license the logo's usage. Suggests a catalogue of merchandise that local businesses and residents can purchase from. Group should focus on sourcing an Advertising Specialty

Company that can take the roll of being a supplier and seller of the merchandise, freeing the Town from taking on the role of managing inventory and sales.

ACTION: Staff to prepare RFP for Advertising Specialty Companies for Committee and Council approval. Mr. Styan to provide Staff with recommendations.

Vinyl window stickers could be produced and provided to tourism operators and local businesses. Suggestion to provide By-law department with them to hand out with business registrations.

A centralized committee to approve logo usage and brand-related purchasing (i.e., swag). Committee should include events, economic development/tourism and communications staff. With this, the Town's purchasing policy will likely need revised to describe this.

ACTION: Subcommittee to recommend brand protection committee.

Staff informed subcommittee of street banners that were being ordered by a separate town department which would include the new logo and effectively serve as a brand rollout.

ACTION: Staff to explore postponing order of banners until further notice.

Identify Town brand controllers (those who are making the purchases today).

ACTION: Subcommittee to recommend how best to document and regulate brand assets.

DATE OF NEXT MEETING

The next meeting will be held Monday 11th, 2019 at 1:00 p.m. at Wasaga Tax.

ADJOURNMENT

The Chair adjourned the meeting at 12:00 p.m.

ADVISORY COMMITTEE ON TOURISM

SUBCOMMITTEE MINUTES

November 11, 2019 at 1:00 p.m.

Wasaga Tax and Accounting

2115 Mosley Street, Wasaga Beach, L9Z 1X6



ATTENDANCE: Colleen Bannerman, President, Chamber of Commerce
Sylvia Bray, Deputy Mayor
Tyler King, Economic Development Officer

DISCUSSION

Staff provided brief on the costs of trademarking the logo. The Canadian Intellectual Property Office charges \$330.00 as an application fee for the first class of goods or service to which the application relates. Renewal fees are listed at \$400.00. For a complete list of fees for trademarks, see "Appendix A".

Staff provided notice that Chair, Chris Styan, had been provided with contact information for Cundari, the group who developed the Sparkle brand and brand usage guidelines. Mr. Styan has since been in contact with Cundari and will report to the subcommittee when he returns from vacation in December.

ACTION: Mr. Styan to report back to subcommittee with recap of Cundari conversation.

Staff updated subcommittee that the Town street banners that were scheduled to be ordered in early November and that was to serve as a launch campaign of the new logo has been postponed until such a time that the committee can provide input.

Staff shared internal conversations with key brand controllers in the town (i.e., special events and communications), summarizing ideas that could help bring forward a more robust brand launch that would better serve the community and the efforts of the committee.

Subcommittee shared storytelling concepts for the Sparkle brand. See, "Appendix B".

Staff has received a template for an RFP for an Advertising Specialty Company. The subcommittee agrees to defer the conversation until a later meeting.

Brand asset management plan discussion deferred until next subcommittee meeting.

DATE OF NEXT MEETING

The next meeting will be held December 11th, 2019 at 10:00 p.m. at Wasaga Tax.

ADJOURNMENT

Deputy Mayor Bray adjourned the meeting at 4:30 p.m.



[Home](#) → [Canadian Intellectual Property Office](#)

Complete list of fees for trademarks

Copied from the Tariff of Fees of the [Trade-marks Regulations](#), these fees cover a multitude of specific scenarios. All amounts are in Canadian dollars.

Trademark filing

Item in Tariff of Fees	Common Name	Description	Fee (\$)
1	Application for an extension of time	Application for an extension of time under section 47 of the Act, for each act for which the extension is sought	125.00
6	Request for prohibited mark	Request for the giving of public notice under paragraph 9(1)(n) or (n.1) of the Act, for each badge, crest, emblem, mark or armorial bearing	500.00
7	Application	Application for the registration of a trademark	-
-	-	(a) if the application and fee are submitted online through the Canadian Intellectual Property Office website	-
-	-	(i) for the first class of goods or services to which the application relates	330.00
-	-	(ii) for each additional class of goods or services to which the application relates as of the filing date	100.00
-	-	(b) in any other case	-
-	-	(i) for the first class of goods or services to which the application relates	430.00
-	-	(ii) for each additional class of goods or services to which the application relates as of the filing date	100.00
8	Transfer of ownership	Request for the recording of the transfer of one or more applications for the registration of a trademark under subsection 48(3) of the Act, for each application	100.00
9	Opposition	Statement of opposition under subsection 38(1) of the Act	750.00
10	Extension of the statement of goods or service	Application to amend the register under subsection 41(1) of the Act to extend the statement of goods or services in respect of which a trademark is registered	
-	-	(a) for the first class of goods or services to which the application relates	430.00
-	-	(b) for each additional class of goods or services to which the application relates	100.00
11	Issuance of a notice	Request for the giving of one or more notices under subsection 44(1) of the Act, for each notice requested	400.00
12	Transfer of ownership	Request for the registration of the transfer of one or more registered trademarks under subsection 48(4) of the Act, for each trademark	100.00
13	Issuance of a notice	Request for the giving of one or more notices under subsection 45(1) of the Act, for each notice requested	400.00
14	Registration renewal	Renewal of the registration of a trademark under section 46 of the Act	-
-	-	(a) if the renewal is requested and the fee submitted online through the Canadian Intellectual Property Office website	-

Item in Tariff of Fees	Common Name	Description	Fee (\$)
-	-	(i) for the first class of goods or services to which the request for renewal relates	400.00
-	-	(ii) for each additional class of goods or services to which the request for renewal relates	125.00
-	-	(b) in any other case	-
-	-	(i) for the first class of goods or services to which the request for renewal relates	500.00
-	-	(ii) for each additional class of goods or services to which the request for renewal relates	125.00
15	Statement of objection	Statement of objection under subsection 11.13(1) of the Act	1,000.00
16	Certified copy in paper form	Certified copy in paper form	-
-	-	(a) for each certification	35.00
-	-	(b) for each page	1.00
17	Certified copy in electronic form	Certified copy in electronic form	-
-	-	(a) for each certification	35.00
-	-	(b) for each trademark to which the request relates	10.00
18	Non-certified copy in paper form	Non-certified copy in paper form, for each page	-
-	-	(a) if the requesting person makes the copy using equipment of the Office of the Registrar of Trademarks	0.50
-	-	(b) if the Office makes the copy	1.00
19	Non-certified copy in electronic form	Non-certified copy in electronic form	-
-	-	(a) for each request	10.00
-	-	(b) for each trademark to which the request relates	10.00
-	-	(c) if the copy is requested on a physical medium, for each physical medium requested in addition to the first	10.00

Legal Disclaimer: CIPO has made reasonable efforts to ensure that any information provided is accurate. If there are inconsistencies between the information on this page and the applicable legislation, the legislation must be followed. The information provided is for information purposes only and should not be relied upon for legal purposes or business decisions.

Date modified:

2017-04-28

New Sparkle Logo Branding Interpretation and Concepts

By Tyler King

Objective:

To establish a brand that will become timeless by conveying the emotive story behind the brand in a way that stays true to the brand essence of, “Sparking Natural Connections.”

New Brand Establishing ‘Sense of Place’ (Appendix ‘A’)

To visually place the brand in ‘space’ one simply needs to impose the logo into the horizon of the setting sun while standing on the beach. The dark blue ‘Wasaga’ text represents the Niagara Escarpment whereas the light blue ‘Beach’ text represents the clear blue waters of South Georgian Bay. The sparkle is the light rays projecting from the setting sun over the Escarpment.

With this perspective, the logo embodies a sense of place that is Wasaga Beach. The calm curves of the font style curl like the waves that lap the shore and the coastal dunes. The sleek font is simple and uncomplicated, just like a Sunday afternoon. Relax and enjoy the majesty of this natural wonder that is our backyard.

People come for the white sandy shores but the beach is just the beginning! Just as white light can be divided into its component colours, the beach can be divided into its component assets. We are home to unique arts, culture, history, natural wonders, recreation, shopping, dining and more. Just like the sparkling rays of the setting sun, Wasaga is a vibrant place that is full of vitality and energy.

What the Colours Represent

Green = Nature/Wildlife

Light Blue = Sports/Adventure

Red = History/Culture

Dark Blue = Food/Hospitality

Yellow = Health/Wellness

“Discover the Sparkle” Campaign: Street Banners (Appendix ‘B’)

Street banners highlight the activities visitors can do now that they have arrived at their destination. They serve to inform a visitor, suggesting activities that visitors may not have been made aware of.

The banners, installed on street posts across town, alternate between the general white Sparkle banner and a coloured banner addressing one of the coloured themes listed above.

The campaign is used to highlight assets in the town, both beach and non-beach. Activities are updated seasonally (i.e., volleyball as a sport activity (Red) in a summer campaign is snowmobiling in a winter campaign). Through this campaign, visitors are encouraged and led to view Wasaga Beach as a vibrant, progressive and uncomplicated place full of great activities that can cater to the entire family.

“Discover the Sparkle” Campaign Part 2: Entrance Signage (Appendix ‘C’)

Entrance signage is grand and stands as a statement for every newcomer to the area. The sign welcomes every major language in the world, truly labeling the area as being open for business to anyone from any background.

For returning guests, the sign feels like revisiting an old friend. The sign is memorable, and gets visitors excited to return.

The sign highlights Wasaga’s primary asset – the beach.

Appendix A



Appendix B



Appendix C

