

ADVISORY COMMITTEE ON TOURISM

MINUTES

November 28, 2019 at 1:00 p.m.

Wasaga Beach Town Hall

30 Lewis Street, Wasaga Beach, L9Z 1A1



ATTENDANCE: Richard White, ACT Vice-Chair
Dan Kardos
Wendy Fox
Kenneth Bruton
Colleen Bannerman, President, Chamber of Commerce
Nina Bifulchi, Mayor
Tyler King, Economic Development Officer

GUESTS: Leslie Rodenhiser
Melissa Twist, South Georgian Bay Tourism

REGRETS: Chris Styan, ACT Chair
Gary Hendry, ACT Secretary
Alex Colhart
Sylvia Bray, Deputy Mayor

CALL TO ORDER

Vice-Chairman Richard White called the meeting to order at 1:00 p.m.

Mr. King announced that Alex Colhart has been selected at the November 26 Council meeting as the newest ACT committee member.

DISCLOSURE OF PECUNIARY INTEREST

None

MINUTES OF LAST MEETING

Mr. White confirmed that members had reviewed the previous minutes and asked for comments and there were none. Motion to accept the minutes of October 24, 2019.

MOVED BY W. FOX
SECONDED BY D. KARDOS

RESOLVED THAT The Advisory Committee on Tourism minutes dated October 24, 2019 be accepted.

CARRIED

DEPUTATIONS

Melissa Twist from South Georgian Bay Tourism (SGBT) made a presentation to the committee that was demonstrated at their recent Annual General Meeting. The presentation summarized organizational highlights over 2019 including objectives, projects, and outcomes.

ACTION: Staff to inform Communications Officer of SGBT event newsletter and find ways to incorporate into Town calendar to further promote local programs.

UNFINISHED BUSINESS

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

Mr. King expressed that he was still in the process of securing presentation slides from the conference and was waiting for a response from his contact at the Tourism Industry Association of Ontario (TIAO). Mr. King did summarize notable topics that were discussed at the conference that may pertain to future Wasaga Beach tourism focuses.

ACTION: Staff to follow up with TIAO again to obtain conference presentation slides.

NEW BUSINESS

Sub-Committee Recap Report

Mrs. Bannerman and Mr. King reported that subcommittee has been working on creating a brand story (attached to Agenda) with the new tourism logo to present to the committee at a later date. The subcommittee is aiming at describing a brand launch for committee and Council consideration. The subcommittee is waiting for Chair, Chris Styan to return from holidays in December to continue efforts.

ACTION – Staff to look into billboard signage across Town and consider use for a brand launch campaign.

Motion to approve subcommittee minutes from October 28 and November 11, 2019.

MOVED BY W. FOX
SECONDED BY D. KARDOS

RESOLVED THAT The Advisory Committee on Tourism accept the subcommittee minutes from October 28 and November 11, 2019.

CARRIED

Bridge Reconstruction Report

Mr. King has received report from the Director of Public Works which explains that Main Street bridge access will reopen as two lanes from June 20 - September 7, 2019 and that River Road East between Main Street and Beck Street will continue to serve as the staging area for equipment during this period.

Tourism Destination Management Plan – Discussion

Committee discusses ways that the Town can positively engage with tourism industry providers. Topics included creating collaborative Tourism Associations or Business Improvement Areas, industry-specific meetups, industry-focused Town events, business competition and standards, municipal accreditation program, short term accommodations and Tourist Accommodation Committee (TAC).

ACTION – Staff to look into where the Town stands on short-term accommodations and where TAC left off.

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

- Wasaga Beach Brand Rollout Report
- Wasaga Beach Advertising and PR Strategy
- Other future new business
- Beach beatification project Spring 2020
- Event Strategy (obstacles and advantages)
- RTO7 presentation

DATE OF NEXT MEETINGS

The next meeting will be held December 17th, 2019 at 1:00 p.m. in the Classroom.

ADJOURNMENT

The Vice-Chair adjourned the meeting at 2:43 p.m.