

ADVISORY COMMITTEE ON TOURISM

MINUTES

December 17, 2019 at 1:00 p.m.

Wasaga Beach Town Hall

30 Lewis Street, Wasaga Beach, L9Z 1A1



ATTENDANCE: Chris Styan, ACT Chair
Richard White, ACT Vice-Chair
Gary Hendry, ACT Secretary
Dan Kardos
Wendy Fox
Kenneth Bruton
Alex Colthart
Colleen Bannerman, President, Chamber of Commerce
Sylvia Bray, Deputy Mayor
Tyler King, Economic Development Officer

GUESTS: Doug Herron
Nina Bifolchi, Mayor (Sitting as a guest)

CALL TO ORDER

Chairman Chris Styan called the meeting to order at 1:00 p.m.

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 November 28, 2019.

MOVED BY K. BRUTON
SECONDED BY W. FOX

RESOLVED THAT The Advisory Committee on Tourism dated November 28, 2019 be accepted as Circulated.

CARRIED

DEPUTATIONS

None.

UNFINISHED BUSINESS

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

Mr. King expressed that Summit information was made available to the committee and shared via email on December 13, 2019.

Update on Tourism Accommodation Conversions and Airbnb

Mr. King informed the committee of his discussions with the Town's Senior Planner to better understand where the Town's position is regarding Tourism Accommodation Conversions and Airbnb.

Mr. Herron informs committee on departmental work developing a new Official Plan for Council consideration and the re-zoning amendments to be considered in its development addressing these topics.

ACTION: Staff to invite the Town's Senior Planner to present to the Committee to share updates on the Official Plan and answer questions

NEW BUSINESS

Sub-Committee Recap Report & Brand Roll-Out Strategy

Mr. Styan updates Committee on phone discussions with Cundari and the challenges that the subcommittee has faced in developing a brand strategy for Council consideration.

The Subcommittee will be developing a brand-roll out plan aimed for the spring/early summer.

Tourism Destination Management Plan (TDMP) & Discussion

Mr. Styan invites Committee to review and prioritize the 18 recommendations listed in the Tourism Destination Management Plan.

Committee reviewed recommendations 1-7

ACTION: Staff to review TDMP and re-prioritize the document for a more streamlined action plan, and bring forward to Committee for review.

ITEMS FOR FUTURE MEETING

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

- January 13, 2020
- February 2, 2020
- March 2, 2020
- April 3, 2020 (Adjusted for Easter)

ADJOURNMENT

The Chairman adjourned the meeting at 3:15 richard, dan

MOVED BY R. WHITE

SECONDED BY D. KARDOS

RESOLVED THAT The regular meeting of the Advisory Committee on Tourism dated December 17, 2019 be adjourned.

CARRIED