



## ADVISORY COMMITTEE ON TOURISM

### MINUTES

September 26, 2019 at 1:00 p.m.



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**ATTENDANCE:** Chris Styan Chair  
Deputy Mayor Sylvia Bray Member  
Ken Bruton Member  
Wendy Fox Member  
Gary Hendry Member  
Richard White Member  
Todd Young Member  
Colleen Bannerman, President, Chamber of Commerce  
Doug Herron, Director of Planning and Economic Initiatives

**ABSENT:** Dan Kardos

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#### 1. CALL TO ORDER

Chairman Chris Styan called the meeting to order at 1:01 p.m.

The Chair congratulated Colleen Bannerman on her Chamber of Commerce award.

#### 2. DISCLOSURE OF PECUNIARY INTEREST

There were none.

#### 3. 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 August 29, 2019.

MOVED BY: K. BRUTON

SECONDED BY: T. YOUNG

RESOLVED THAT THE Advisory Committee on Tourism minutes dated August 29, 2019 be accepted.

CARRIED

#### 4. DEPUTATIONS

Doug Herron, Director of Planning and Economic Initiatives.

Doug Herron explained the role of ACT and context in the municipal environment. ACT's mandate is to provide advice to Council on Economic Development matters regarding tourism.

The Town is preparing policies and goals, including an Economic Development Strategy and tourism falls into that. ACT will provide Council with the best advice possible, and Council gives direction.

The Town has an existing tourism industry and recently also a construction industry. Council wants to see tourism flourish throughout the entire town and therefore the Tourism Destination Masterplan was created. Every member has a copy of the plan and it will be discussed at the next meeting.

ACT is to help Council make decisions on shaping the landscape for tourism business and are encourage to take on special projects.

Doug also mentioned the new Official Plan the Planning Department is currently working on. They will inform ACT of planning initiatives and work together to get things in front of Council. Doug noted there will be two EDOs come January and they can also help with getting information to Council.

The Chair noted that ideas have to come from the planning dept. Staff will feed info on projects about to start f.e. an application for a \$50,000 grant to create an Economic Development Strategy will come to ACT for tourism input. Staff will help guide ACT to get it onto Coordinated Committee agenda and receive direction from Council. ACT wants to be relevant and they look at what town/council wants.

Colleen Bannerman commented that the members should look at the SGB Tourism Agreement that is in place and how it aligns with event strategy and brand roll out. They are supposed to be regional organisation (membership based) and they are providing tourism services for the Town. The next meeting with SGB is scheduled in October. It was suggested to invite them to a future ACT meeting to present what they do (benefits of membership and what the Town want to achieve with that membership). The EDO will send out an invitation to SGB.

It was further noted that the cooperation with RTO7 is very beneficial, they are doing a lot of work for the town (videos, ads etc.). Colleen noted they can also provide data analysis, which would be very helpful with targeting PR and branding. The Town is approached by different companies to have advertising done, but needs guidance on what is needed.

It was suggested to also invite RTO7 to a future meeting for a presentation.

The Chair asked what the current PR strategy for the Town is, how does the Town go public. The Committee feels it is currently more reactive. The Chair feels there needs to be a PR strategy, built around the brand and community, promoting the Town. Doug Herron noted that the Town has a communication officer and he will be invited to a future meeting. He can explain what is currently in place as a starting point and ACT can provide recommendation as to what is further needed.

The Committee is of the opinion that all communication efforts should be combined; parks, events, communication and funneled through one to get a consistent message out. Deputy Mayor Bray noted that there is an Event strategy existing and maybe events can come in and present and see how they work and how it matches up with what Council wants to see.

There was a brief discussion regarding branding (see attached "Establishing the Wasaga Beach Brand), specifically on sign identification. The Committee can be helpful with this. HCN did this when trails were developed and included directional signage etc. Each member can identify signs and locations where the different logos are currently used and make a list or update an existing list. Doug and Chris will go over the requirements for branding, reporting back to ACT at the next meeting.

Doug Herron noted that the Town's website is being updated. It is not clear if the Tourism website will stay separate or will be absorbed into the new site. He further noted that as of January 2020 there will be two full time EDO's; Tyler is starting on September 30<sup>th</sup> and will mainly be involved with local business and will also be the staff member on this committee and Johanna will return from her maternity leave and will mainly be involved in partnership with the province, RTO7 and other external relations.

Deputy Mayor Bray noted that the open house for the library and arena location is on September 30 at the RecPlex.

## **5. UNFINISHED BUSINESS**

- **TIAO Tourism Summit – Blue Mountain Resort, October 29-30, 2019 - update**

Doug Herron has 3 tickets, of which two are for Tyler and himself. The Chair will send out the agenda for the summit and one member will go. The Chamber of Commerce has their own ticket and will send a staff member.

- **General**

Deputy Mayor Bray noted that the Coffee meetings with Council are well attended and suggested one of the ACT members should attend. The next meeting is scheduled for November 26.

- Tourist Destination Management Plan Presentation

**6. NEW BUSINESS**

- Wasaga Beach brand roll-out 2020
  - Subject was discussed and was determined that C Styan (Chair) and Doug Herron will meet to discuss logistics and will report back to the Committee at the next meeting.
- Access plan for bridge reconstruction
  - Postponed to future meeting
- Beach beautification and clean-up plan 2020
  - Postponed to future meeting
- Staff report
  - No report for this meeting

**7. ITEMS FOR FUTURE MEETINGS**

- SGB tourism presentation - Next meeting
- Tourism destination management plan - read
- Event strategy (obstacles and advantages) - Next meeting
- Advertising (strategy, messaging, branding etc.) - Future meeting (Doug Herron and Tyler King to provide synopsis)
- PR
- RTO7 – presentation at future meeting
- Branding strategy for 2020 – roll out
- Bridge reconstruction plan
- Beach beautifications ideas for 2020.

**8. DATE OF NEXT MEETING**

The Committee suggested to have future meetings every 3<sup>rd</sup> Thursday of the month and to discuss this at the December meeting.

The next meeting will be held October 24, 2019 at 10:00 a.m. in the Classroom.

**9. ADJOURNMENT**

The Chair adjourned the meeting at 3:00 p.m.