



Minutes

Date: September 2, 2015

To: Brian Smith, Bonnie Smith, Jenny Legget, Angela Webster, Shawn Crozier, Shirley Beere, Edward Parkes, Laurie McNeill, David Johnston

From: Andrew McNeill, Director, Economic Development and Tourism

Re: **Tourism and Events Advisory Committee**

Attendees: David Johnston, Chair, Tourism and Events Advisory Committee
Shawn Crozier, Vice-Chair, Tourism and Events Advisory Committee
Brian Smith, Mayor, Town of Wasaga Beach
Bonnie Smith, Councillor, Town of Wasaga Beach
Andrew McNeill Director, Economic Development and Tourism
Jenny Legget, Communications and Special Projects Coordinator
Angela Webster, Events Coordinator
Shawn Crozier, Resident
Shirley Beere, Resident
Edward Parkes, Resident
Laurie McNeill, Resident
David Johnston, Resident

Regrets: None

Discussion

- David Johnston was elected as Chair of the Tourism and Events Advisory Committee;
- Shawn Crozier was elected as Vice-Chair of the Tourism and Events Advisory Committee;
- Andrew McNeill will support the Chair and Vice-Chair and will be responsible for preparing agendas and minutes in consultation with the Chair;
- There is a need to establish a baseline situation for the Town so that we can measure performance and track progress;
- Of particular interest is developing a more accurate way to measure the number of tourists visiting the Town;



- The Ministry of Tourism, Culture and Sport, (MTC) has tools available to measure the economic impact of events and advise as to other compatible events – this can assist a marketing plan for the Town;
- Establishing a 12 month rolling schedule of events was discussed as a way to assist in providing prospective visitors with information to help plan their visits;
- We should know print schedules for various publications well in advance to ensure that we can obtain appropriate marketing for the Town;
- Christine Anderson at the MTC will typically advise of timelines for brochures;
- There is grant money available for 2016 – deadline is November 4th;
- The MNR has issued a survey with resident's waterbill/taxbill - the Town should obtain the results;
- Extend an invitation to Christine Anderson to attend a future meeting;
- There is an opportunity to improve the quality of event signage in the Town;
- The Quebec advertising campaign was noted as being highly successful;
- We should decide where to spend our dollars in Quebec for 2016 to maximize impact;
- The Town should focus on improving events in the summer season before trying to grow the shoulder seasons.

Actions

1. Review the Tourism Strategy and report back on what has been completed
Responsible individual: Jenny Legget and Andrew McNeill
Timeline: Update on September 23, 2015
2. Forward a list of 2015 and 2016 events
Responsible individual: Angela Webster
Timeline: September 23, 2015
3. Extend an invitation to Christine Anderson to attend future meetings
Responsible individual: Andrew McNeill
Timeline: Complete