



**Tourism and Events Advisory Committee  
December 16, 2015 | 1:00pm – 3:00pm**

<b>Attendees</b>		
Brian Smith	Mayor, Town of Wasaga Beach	<a href="mailto:brian.smith@wasagabeach.com">brian.smith@wasagabeach.com</a>
Bonnie Smith	Councillor, Town of Wasaga Beach	<a href="mailto:bonnie.smith@wasagabeach.com">bonnie.smith@wasagabeach.com</a>
Andrew McNeill	Director, Economic Development & Tourism, Town of Wasaga Beach	<a href="mailto:a.mcneill@wasagabeach.com">a.mcneill@wasagabeach.com</a>
Jenny Legget	Communications and Special Projects Coordinator, Town of Wasaga Beach	<a href="mailto:jlegget@wasagabeach.com">jlegget@wasagabeach.com</a>
Angela Webster	Events Coordinator, Town of Wasaga Beach	<a href="mailto:events@wasagabeach.com">events@wasagabeach.com</a>
Shawn Crozier	General Manager, Rock Hop Canada	<a href="mailto:info@georgiantrianglermusicfest.com">info@georgiantrianglermusicfest.com</a>
Shirley Beere	Owner, Edgewater Resort	<a href="mailto:s_beere@rogers.com">s_beere@rogers.com</a>
Edward Parkes	Resident	<a href="mailto:edparkes100@gmail.com">edparkes100@gmail.com</a>
Laurie McNeill	Resident	<a href="mailto:laurieamcneill@gmail.com">laurieamcneill@gmail.com</a>
David Johnston	Chair of the Tourism and Events Advisory Committee	(519)938-0993
Christine Anderson	Ministry of Tourism Culture and Sport	<a href="mailto:Christine.Anderson@ontario.ca">Christine.Anderson@ontario.ca</a>
Bill Sullivan	RTO7	<a href="mailto:bsullivan@rto7.ca">bsullivan@rto7.ca</a>

<b>Key Information</b>	
<b>Meeting Location:</b>	Town Hall - Classroom



## AGENDA

Time	Details
1:00pm – 1:10pm	<b>Approval of the Minutes</b> <ul style="list-style-type: none"> <li>• Review and discussion (if any) of the minutes from the November 11<sup>th</sup> meeting</li> </ul>
1:10pm – 1:15pm	<b>Bill Sullivan Introduction – RT07</b> <ul style="list-style-type: none"> <li>• Role of RT07</li> </ul>
1:15pm – 2:05pm	<b>Vision Walk – Christine Anderson</b> <ul style="list-style-type: none"> <li>• Assess how the destination has changed over the next 5 (10?) years:               <ul style="list-style-type: none"> <li>○ New tourists?</li> <li>○ New businesses/festivals?</li> <li>○ New partnerships?</li> <li>○ New/changed physical/infrastructure?</li> <li>○ New marketing tactics?</li> </ul> </li> </ul>
2:05pm – 2:50pm	<b>Priority Setting – Christine Anderson</b> <ul style="list-style-type: none"> <li>○ Short, medium and long term goals</li> <li>○ Success measures</li> </ul>
2:50pm – 3:00pm	<b>Next Steps</b>