



TOURISM & EVENTS ADVISORY COMMITTEE

MINUTES

**Wednesday February 10, 2016 at 1:00 p.m.
In the Council Chambers, Town Hall**

PRESENT:

- Brian Smith, Mayor**
- Bonnie Smith, Councillor**
- David Johnston, Chair**
- Shawn Crozier, Vice-Chair**
- Andrew McNeill, Town of Wasaga Beach**
- Jenny Leggett, Town of Wasaga Beach**
- Angela Webster, Town of Wasaga Beach**
- Laurie McNeill, Resident**
- Christine Anderson, MTCS**
- Bill Sullivan, RTO7**
- Kathryn Stephenson, Tourism Simcoe County**

REGRETS:

- Shirley Beere, Resident**
- Edward Parkes, Resident**

1. Call to Order

The Chair called the meeting to order at 1:00 p.m.

2. Disclosure of Pecuniary Interest

None

3. Minutes of the Last Meeting – January 13, 2016

Moved by: L McNeill

Resolution 2016-2-01

Seconded by: S Crozier

Resolved That the Tourism and Events Advisory Committee minutes of January 13, 2016 be accepted, as presented/amended.

CARRIED

4. Deputations/Presentations

None

5. Unfinished Business

None

6. Sub-Committee Reports

None

7. New Business

a) Tourism Visioning Session cont'd

- i. Discussion took place pertaining to short term actions that can be implemented, these included:
 1. Undertaking business engagement sessions to share marketing tools with business owners;
 2. Ambassador training opportunities in partnership with RTO7;
- ii. Discussion took place pertaining to packaging the results of the visioning session into recommendations report to General Government.

8. Items for Future Meetings

9. Next Meeting Date – March 9, 2016

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