



**ADVISORY COMMITTEE ON TOURISM
MINUTES**

Thursday, August 1, 2019 at 1:00 p.m.

The Classroom at Town Hall

30 Lewis Street, Wasaga Beach, L9Z 1A1



ATTENDANCE: Deputy Mayor Sylvia Bray
Ken Bruton
Wendy Fox
Gary Hendry
Dan Kardos
Chris Styan
Richard White
Todd Young

Colleen Bannerman, President, Chamber of Commerce
Ellen Timms, Economic Development Officer

REGRETS:

GUESTS: Ashton Watson, Economic Development Intern

CALL TO ORDER -

Ellen Timms called the meeting to order at 1:00pm.

DISCLOSURE OF PECUNIARY INTEREST – None

MINUTES OF LAST MEETING – As this was the first meeting of the committee, there were no minutes from a previous meeting.

DEPUTATIONS/PRESENTATION – None

UNFINISHED BUSINESS – None

SUB-COMMITTEE REPORTS – None

NEW BUSINESS

Introductions – The committee introduced themselves and shared their interest and experience in the tourism industry.

Sylvia Bray – Deputy Mayor, owner of Grandma’s Beach Treats

Colleen Bannerman – Chamber Representative, local accountant

Ken Bruton – 20-year veteran of Peel Police.

Wendy Fox – owner, Studs Lonigans Pub

Gary Hendry – Ferry Captain, Ski Instructor

Dan Kardos – local realtor

Chris Styan – T3 Accelerator business coach, corporate director of marketing (retired)

Todd Young – owner, Beach Builders Home Hardware

Richard White – provider of tourism services and products,

Elect Chair – Chris Styan

Chris Styan assumed role of chair for the duration of the meeting.

Elect Vice-Chair – Richard White

Secretary – Gary Hendry

Review the Code of Conduct – the Code of Conduct was reviewed by Deputy Clerk, Laura Boland

Review the Terms of Reference – The Terms of Reference for the committee were reviewed by Deputy Clerk, Laura Boland.

Tourism Industry Association of Ontario – 2019 Tourism Summit

Deputy Mayor Sylvia Bray suggested that several members of the committee could attend the summit to be held at Blue Mountain Resort October 28th to 30th, 2019.

Staff Report – Staff provided a written update of activity focused on tourism and economic development.

ITEMS FOR FUTURE MEETINGS

Branding – presentation by consultant or staff at next meeting.

Tourist Destination Management Plan – presentation by consultant or staff at next meeting.

MOVED BY: Todd Young

SECONDED BY: Gary Hendry

Resolved that staff or the consultants present the Tourist Destination Management Plan and the Branding final reports at the next meeting.

ACT members requested presentations on South Georgian Bay Tourism, T3 Tourism Accelerator Program, Chamber of Commerce and the Small Business Enterprise Centre.

Discussion ensued regarding tourism resources available in the region. (Wasaga Beach branding information, Tourist Destination Management Plan, the last Chamber of Commerce report to Council, Economic Development work plan, existing tourism studies, Economic Development budget).

ACT may consider requesting a \$2-3K budget in 2020.

MOVED BY: Richard White

SECONDED BY: Todd Young

Resolved that the Advisory Committee on Tourism direct staff to add this list of resources to the agenda of the next meeting.

DATE OF NEXT MEETING

The next meeting will be held on August 29, 2019, 1:00 p.m. in the Classroom.

ADJOURNMENT

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