



ADVISORY COMMITTEE ON TOURISM

MINUTES

August 29, 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

CALL TO ORDER

Chairman Chris Styan called the meeting to order at 1:00 p.m. and asked for a revision to the agenda to include additional items.

- Tourism Summit update – Sylvia Bray
- Review of the Term of Reference with respect to committee responsibilities
- Strategic Session on Wasaga Beach tourism – Chris Styan

Accepted by a show of hands.

DISCLOSURE OF PECUNIARY INTEREST

None

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 1, 2019.

MOVED BY T. YOUNG

SECONDED BY R. WHITE

RESOLVED THAT THE Advisory Committee on Tourism minutes dated August 1, 2019 be accepted.

CARRIED

DEPUTATIONS

None

UNFINISHED BUSINESS

None

NEW BUSINESS

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

Deputy Mayor Bray has secured 3 registrations. **ACTION: Staff to provide program and inquire about splitting registrations.**

MOVED BY S. BRAY

SECONDED BY GARY HENDRY

RESOLVED THAT staff provide program and registration information to the committee.

CARRIED

Terms of Reference Review:

Led by Mr. Styan, the committee reviewed their responsibilities.

ACTON: Staff to provide what specific metrics are available through HCN, Ontario Parks, accommodations, historical data and the Chamber of Commerce.

Strategic Discussion on Tourism:

Led by Mr. Styan who asked the committee to provide their opinion on the driving forces affecting tourism. The areas of discussion were:

- What is the driving force for Wasaga Beach tourism?
- What is negatively affecting Wasaga Beach tourism?
- As a community, what do we need to do to improve Wasaga Beach tourism?

Staff Report:

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

Branding Update:

Staff provided a review of the consultant's presentation to Council.

Tourism Management Destination Plan

Brought forward to next meeting.

ITEMS FOR FUTURE MEETINGS

Brand roll-out strategy for 2020.

Bridge reconstruction tourist access to beach.

Beach beautification ideas for 2020.

MOVED BY R. White

SECONDED BY T. Young

RESOLVED THAT staff request through Public Works, Engineering and Parks plans ensuring pedestrian and tourist access to the beach during bridge rehabilitation.

CARRIED

DATE OF NEXT MEETING

The next meeting will be held September 26, 2019 at 1:00 p.m. in the Building Department Boardroom.

ADJOURNMENT

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