



Advisory Committee on Tourism

AGENDA

October 24, 2019

10:00 a.m. to 12:00 p.m.

In the Classroom, Town Hall



1. **Call to Order**
2. **Disclosure of Pecuniary Interest**
3. **Minutes of Last Meeting – Actions arising**
4. **Deputations/Presentations - none**
5. **Unfinished Business – none**
 - TIAO Tourism Summit – Blue Mountain Resort, October 29-30 – Update
 - Wasaga Beach Brand Rollout – Report from Chris Styan
6. **New Business**
 - Tourist Destination Management Plan - Discussion and recommendations
7. **Items for Future Meetings**
 - **November 28, 2019**
 - Tourist Destination Management Plan
 - South Georgian Bay tourism presentation
 - TIAO Tourism Summit – meeting summary – Gary Hendry
 - **December 19, 2019**
 - Tourism Destination Management Plan – summary
 - Wasaga Beach Advertising and PR Strategy
 - **Other future new business**
 - Beach beatification project – Spring 2020
 - Event Strategy (obstacles and advantages)
 - Bridge reconstruction plan
 - RTO7 – presentation at future meeting
8. **Date of Next Meeting(s)**
 - November 28, 2019
 - December 19, 2019
 - Future meeting discussions
9. **Adjournment**