

## ADVISORY COMMITTEE ON TOURISM

### MINUTES

October 24, 2019 at 10:00 a.m.

The Classroom at Town Hall

30 Lewis Street, Wasaga Beach, L9Z 1A1



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**ATTENDANCE:** Chris Styan, ACT Chair  
Gary Hendry, ACT Secretary  
Ken Bruton  
Colleen Bannerman, President, Chamber of Commerce  
Sylvia Bray, Deputy Mayor  
Tyler King, Economic Development Officer

**GUESTS:** Doug Herron, Director, Planning and Economic Initiatives  
Stan Wells, Councillor  
Joe Belanger, Councillor  
Leslie Rodenhiser

**REGRETS:** Wendy Fox  
Dan Kardos  
Richard White, ACT Vice Chair

### CALL TO ORDER

Chairman Chris Styan called the meeting to order at 10:25 a.m. after a delayed start. Chris welcomed Tyler King as the new Economic Development Officer for the Town and thanked Ellen Timms for her service. Chris informed the committee that Todd Young has submitted his resignation from the committee on October 5, 2019. Todd thanks the committee for their time, and wishes everyone every success moving forward.

### 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 September 26, 2019.

MOVED BY G. HENDRY  
SECONDED BY K. BRUTON

RESOLVED THAT The Advisory Committee on Tourism minutes dated September 26, 2019 be accepted.

CARRIED

## **DEPUTATIONS**

None

## **UNFINISHED BUSINESS**

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

Deputy Mayor Bray, Mr. Herron and Mr. King will attend the TIAO Tourism Summit on behalf of the Town. Mr. Hendry will attend on behalf of the Advisory Committee on Tourism. Independently, the Wasaga Beach Chamber of Commerce will send Kelly Nash to attend. Together, attendees will make notes at the conference and report back to the committee.

**ACTION:** Staff to follow up with attendees by email to confirm conference details.

### **Wasaga Beach Brand Rollout – Report from Chris Styan**

Mr. Styan met with Mr. Herron and Mr. King to discuss brand rollout. Based on that session Mr. Styan had created a Power Point to share with the group (Appendix 'A').

Summary is as follows:

1. Identify a brand manager/administrator
2. Determine brand assets
3. New opportunities to bring the brand to life
4. Develop standardized advertising templates

Group discussion followed suggesting ways of addressing these points, including things to consider moving forward (i.e., francophone visitors, cross-departmental education in the Town, brand package for businesses, trademark of Sparkle logo and enforcement, Town-supplied merchandise, partnering with new developers, co-operative advertising, and subcommittees).

**ACTION:** Staff to follow up on whether Sparkle logo was trademarked.

Motion to approve establishment of subcommittee to build out a brand rollout strategy for Committee and Council approval.

MOVED BY S. BRAY

SECONDED BY K. BRUTON

RESOLVED THAT The Advisory Committee on Tourism accept the establishment of a Subcommittee to discuss and develop the brand rollout strategy.

CARRIED

The subcommittee includes Deputy Mayor Bray, Mr. Styan, Mr. Hendry, Ms. Bannerman, and Mr. King. First meeting is scheduled for October 28<sup>th</sup> at 10:00 a.m.

## **NEW BUSINESS**

### **Tourist Destination Management Plan (TDMP)**

Deferred until following meeting

**ACTION** – Mr. Styan to provide Mr. White with Power Point presentation for next meeting for discussion and recommendations.

## **ITEMS FOR FUTURE MEETINGS**

### **November 28<sup>th</sup> meeting**

- South Georgian Bay Tourism (SGBT) presentation
- TIAO Tourism Summit review

### **December 19<sup>th</sup> meeting**

- TDMP discussion and recommendations
- Advertising and Public Relations Strategy

### **Future Meetings**

- Beach Beautification – Spring 2020
- Event Strategy (obstacles and advantages)
- Bridge reconstruction
- Regional Tourism Organization 7 (RTO7) presentation
- Determine committee meeting dates for 2020

## **DATE OF NEXT MEETINGS**

The next meeting will be held November 28<sup>th</sup>, 2019 at 1:00 p.m. in the Classroom. Following meeting will be held December 19<sup>th</sup> at 1:00 p.m. in the Classroom.

## **ADJOURNMENT**

The Chair adjourned the meeting at 11:52 a.m.