

ADVISORY COMMITTEE ON TOURISM

MINUTES

January 13, 2020 at 1:00 p.m.

Wasaga Beach Town Hall

30 Lewis Street, Wasaga Beach, L9Z 1A1



ATTENDANCE: Chris Styan, ACT Chair
Gary Hendry, ACT Secretary
Wendy Fox
Kenneth Bruton
Alex Colthart
Colleen Bannerman, President, Chamber of Commerce
Sylvia Bray, Deputy Mayor
Tyler King, Economic Development Officer

GUESTS: Doug Herron
Nina Bifolchi, Mayor (Sitting as a guest)

REGRETS: Richard White, ACT Vice-Chair
Dan Kardos

CALL TO ORDER

Chairman Chris Styan called the meeting to order at 1:07 p.m.

DISCLOSURE OF PECUNIARY INTEREST

None

APPROVAL OF AGENDA

Mr. Styan motions to add a discussion item to New Business, regarding lake water levels and the potential impact on tourism.

MOVED BY C. STYAN
SECONDED BY G. HENDRY

RESOLVED THAT The Agenda for the Advisory Committee on Tourism dated January 13, 2020 be accepted as Amended.

CARRIED

MINUTES OF LAST MEETING

MOVED BY G. HENDRY
SECONDED BY S. BRAY

RESOLVED THAT The Advisory Committee on Tourism Minutes dated December 17, 2019 be accepted as Circulated.

CARRIED

DEPUTATIONS/PRESENTATIONS

January 7 2020 Subcommittee Meeting Review – Tyler King

Mr. King provides update on discussions had at the January 7, 2020 subcommittee meeting.

Mr. King also informs the committee that minutes from the January 7, 2020 and December 11, 2019 subcommittee meetings will be added to the following committee agenda.

TDMP Work Plan Proposal – Tyler King

Mr. King opens discussion on a proposed work plan for the committee to address matters outlined in the Tourism Destination Management Plan (TDMP). This work plan consolidates the 70-page document into a short and actionable overview that addresses topics that generally run in sequence with work the department expects to address over the course of the 2020 work year. The work plan is aimed to serve as a streamlined discussion tool moving forward.

UNFINISHED BUSINESS

None

SUBCOMMITTEE REPORTS

None

NEW BUSINESS

Forecasted Water Levels in 2020 and the Impact on Tourism

Mr. Styan presents reports regarding high water levels on the Great Lakes and what they could mean for future tourism in Wasaga Beach.

ITEMS FOR FUTURE MEETING

Future Meetings

- Wasaga Beach Brand Rollout Report
- Wasaga Beach Advertising and PR Strategy
- Other future new business
- Beach beatification project Spring 2020
- Event Strategy (obstacles and advantages)
- RTO7 presentation

DATE OF NEXT MEETINGS

- January 13, 2020
- February 10, 2020
- March 9, 2020
- April 20, 2020 (Adjusted for Easter)

ADJOURNMENT

The Chairman adjourned the meeting at 3:27

MOVED BY G. HENDRY
SECONDED BY S. BRAY

RESOLVED THAT The regular meeting of the Advisory Committee on Tourism dated January 13, 2020 be adjourned.

CARRIED