



Advisory Committee on Tourism

AGENDA

February 10, 2020

1:00 p.m. to 3:00 p.m.

Building Boardroom, Town Hall



1. **Call to Order**
2. **Disclosure of Pecuniary Interest**
3. **Approval of Agenda**
4. **Minutes of Last Meeting**
5. **Deputations/Presentations**
 - Introduction – Johanna Griggs, Economic Development Officer
 - Economic Development in 2020 – Tyler King and Johanna Griggs
6. **Unfinished Business**
 - Group TDMP Discussion (Continued)
 - Response to High Water Levels – Tyler King
7. **Subcommittee Reports**
 - Subcommittee Minutes – December 11, 2019
 - Subcommittee Minutes – January 7, 2020
8. **New Business**
 - Brand rollout request for Council consideration
9. **Items for Future Meetings**
10. **Date of Next Meeting(s)**
 - March 9, 2020
 - April 20, 2020 (Adjusted for Easter)
11. **Adjournment**

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 Bifulchi, 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



Advisory Committee on Tourism

Subcommittee Minutes

December 11, 2019

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

Wasaga Beach Tax and Accounting



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

DISCUSSION

Mr. Styan reports on his discussions with Cundari on brand interpretation. Subcommittee discusses the topic.

Mr. Styan also reports his discussions with JP Martel (Mrtl communications) from Quebec to discuss language barriers and strategies to elevate the brand to international appeal. Subcommittee discusses the topic.

Mr. Styan presents to the subcommittee a corporate case study of lifestyle marketing. Subcommittee discusses the topic.

Subcommittee discusses the work back plan for a spring/summer brand launch campaign.

ACTION: Mr. Styan to present findings to the Committee.

DATE OF NEXT MEETING

TBD

ADJOURNMENT

Meeting adjourned at 12:00 p.m.



Advisory Committee on Tourism

Subcommittee Minutes

January 7, 2020

9:00 a.m. to 11:00 a.m.

In the Building Boardroom, Town Hall



ATTENDANCE: Chris Styan, ACT Chair
Alex Colthart
Colleen Bannerman, President, Chamber of Commerce
Sylvia Bray, Deputy Mayor
Tyler King, Economic Development Officer

REGRETS: Gary Hendry, ACT Secretary

DISCUSSION

Subcommittee continued discussion on brand concepts and narratives.

Subcommittee discussed items to be included in February's staff report to Council from the committee. Items include: identifying a brand manager, a monetary request to facilitate a brand toolkit to help educate staff and community stakeholders on the brand and brand usage.

ACTION: Staff to issue a request for February Coordinated Committee.

DATE OF NEXT MEETING

TBD

ADJOURNMENT

Meeting adjourned at 11:00 a.m.