

## Tourism Advisory Committee January 24, 2018 – 10:00 AM

The Tourism Advisory Committee met on the above date at the County Administration Building with the following members in attendance:

Present: Chair Gary Gingras; Councillors Selwyn Hicks and Gail Ardiel; Philip Allanson; Andrew Siegwart, Andrea O'Reilly, Jim Diebel and Jim Halliday

### Staff

Present: Kim Wingrove, CAO; Bryan Plumstead, Tourism Manager; Amanda Pausner, Tourism Partner and Media Relations Specialist; Heather Aljoe, Tourism Marketing and Communications Specialist; Mary Jane Hills, Administrative Assistant and Tara Warder, Committee Coordinator

## Call to Order

Vice Chair Phillip Allanson called the meeting to order at 10:00 AM.

## Declaration of Pecuniary Interest

There were no declarations of pecuniary interest.

## Business Arising from the Minutes

Resolution TAC03-17 from the October 11, 2017 meeting  
(Referred back by Committee of the Whole to Tourism Advisory  
Committee for further review)

Bryan Plumstead updated the Committee on research he has conducted on the resolution from the Committee with respect to licensing cyclists and explained the lead in to the conversation on the subject.

Mr. Plumstead spoke to the Ontario Municipal Commuter Cycling Program grant from the Province. Grey County has been approved for funding under this program and the money will be put towards assisting with cycling infrastructure and paved shoulders.

Staff's recommendation is that, through that plan, the County looks at whether there is a way for cyclists to contribute to the cost of paved shoulders. Committee members spoke to the ways that cyclists contribute to local economies.

The Committee discussed the importance of exploring ways through education and awareness to deter cyclists from inappropriate activities. Licensing cyclists may not be the best way to achieve this.

Discussions occurred on the need for garbage receptacles and washroom facilities in appropriate areas.

Gary Gingras then entered the meeting.

*TAC08-18* Moved by: Andrew Siegart                      Seconded by: Andrea O'Reilly

**That Resolution TAC03-17 regarding licensing cyclists be rescinded.**

Carried

Gary Gingras then took the chair.

## Reports – Tourism

### CAOR-TAC-05-18 Tourism Research and Data Analyst Project

*TAC09-18* Moved by: Philip Allanson                      Seconded by: Jim Diebel

**That Report CAOR-TAC-05-18 be received; and**

**That the Tourism Research and Data Analyst project be supported and that staff be directed to move forward in securing further project partners and funding; and**

**That staff will bring a report to County Council once the project is finalized, and that Grey County's contribution to this project be funded from the Tourism Reserves as a one-time project up to \$20,000.**

Carried

## Destination Development Action Plan

### 2017 Year End Report Card

Amanda Pausner outlined Pillar 1 of the Destination Development Action Plan (DDAP) and spoke to the various events and sessions that have been held. The importance of

harvesting relationships with the media was outlined. It was noted that the business community is starting to value the tours that media writers do. The Committee noted that if there is anything they can do to assist staff with promoting the presence of these writers, to contact them to assist.

Heather Aljoe outlined Pillar 2 of the DDAP and spoke to the brand style guide. The Committee discussed opportunities in the future for different approaches to marketing alongside other organizations.

A point arose whether there is value in the County advertising internationally or conducting marketing in a more integrated way. It was noted that the County has tourism assets that are not yet ready for international visitors. Discussions occurred on being future ready.

Bryan Plumstead then outlined Pillars 3 and 4 of the DDAP.

## SWOT and Trends – 2018 Marketing and Destination Development Strategy

Heather Aljoe updated the Committee on the SWOT and Trends Marketing and Destination Development Strategy. Staff requested that the Committee review the materials and advise on any recommended changes.

The Committee suggested moving Food and Agritourism to Opportunities from Strengths. Another suggestion was to change the wording under Threats to “capacity issues in select areas”.

## Labour Market Task Force Update

Andrew Siegart presented a Labour Market Task Force update, noting a economy wide labour crunch and issues with transportation and housing.

Discussion occurred on issues surrounding attainable housing and development charges in terms of cost and who should bear the burden of the costs.

## Municipal Accommodation Tax

Staff suggested that the members read about the tax and if they have comments, to advise.

There is a need to communicate out to municipalities what the tax is. Most communities will likely wait until after the municipal election to decide whether to implement such a tax.

If such a tax is implemented, communities need to report on the results and where the money is spent.

It was noted that in small areas, the tax is not appealing.

## Other Business

There was no other business.

## Next Meeting Dates

Wednesday, April 11, 2018 at 10:00 AM.

On motion by Phillip Allanson, the meeting adjourned at 1:18 PM.

Gary Gingras, Chair