

## Tourism Advisory Committee

August 18, 2022 – 8:30 AM

Zoom – Electronic Meeting

**1. Call to Order**

**2. Declaration of Interest**

**3. Delegations**

8:35 AM Linda Reader, Robert Barnett & Peter Mitchell – Escarpment Biosphere Conservancy

Nature Tourism & Collaborative Approaches to Sustainable Tourism Development

9:00 AM Adam McMaster – UpSkill Tourism

Georgian College Presents New Free Upskill Tourism Micro-Credential

**4. Reports – Economic Development, Tourism & Culture**

- a. Digital Service Squad – Verbal Update – Linnea Catalan
- b. Ambassador Program – Verbal Update – Alison Theodore
- c. Trail Head Study Request for Proposal – Verbal Update – Savanna Myers and Steve Furness

**5. Reports – Communications**

- a. Marketing Update – Verbal Update – Heather Aljoe

**6. Roundtable**

- a. General Updates & Discussion – All Members
- b. Economic Development, Tourism & Culture Master Plan Themes – Savanna Myers

**7. Other Business**

**8. Next Meeting Dates**

- a. To Be Determined

**9. Adjournment**