

Tourism Advisory Committee October 5, 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 – 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