



Committee Minutes

Tourism Advisory Committee March 10, 2021 – 9:30 AM

The Tourism Advisory Committee met on the above date through electronic participation with the following members in attendance:

Present: Andrew Siegwart, Joel Dawson, Andrea O'Reilly and Jim Halliday
Councillors Shirley Keaveney and Sue Carleton.

Regrets: Jim Diebel

Staff

Present: Kim Wingrove, Chief Administrative Officer; Savanna Myers, Director of Economic Development, Tourism and Culture; Bryan Plumstead, Manager of Tourism; Heather Morrison, Clerk; Heather Aljoe, Marketing and Communications Specialist; Alison Theodore, Economic Development Officer; Rob Hatten, Communications Manager; Scott Taylor, Senior Planner and Kimberly Trombley, Administrative Assistant (Recording Secretary)

Call to Order

The Chair called the meeting to order at 9:36 AM.

Declaration of Interest

There were no declarations of interest.

Reports

EDTC-TAC-08-21 Q1 Workplan Priorities Update

Bryan Plumstead, Alison Theodore and Heather Aljoe provided a summary of the report highlighting staffing pillars including infrastructure, investment and marketing efforts. They spoke to the creation of the Outdoor Land Management Group, which is a public group of stakeholders concerned with capacity at sites, parking, and education for trail etiquette.

Staff highlighted current projects including collaboration with lower tier municipalities and public stakeholders regarding wayfinding signage, RTO7 business support funding, County-wide coordinated ambassador teams, business mix analysis, and marketing campaigns for local resident and visitor markets.

Discussions followed regarding RTO7 funding, ambassador teams, parking solutions, and site management/resources versus site self-management.

TAC01-21 Moved by: Councilor Carlton Seconded by: Councilor Keaveney

**That Report EDTC-TAC-08-21 regarding Q1 Tourism Workplan
Priorities Update be received for information.**

Carried

Growth Management Study Update

Scott Taylor presented the Growth Management Study which focuses on housing and employment growth anticipated in the next 25 years in Grey County. The study speaks to questions such as “Do we have available land, services and capacity to accommodate this growth?” Considerations within the report include aging population and housing needs such as type of housing and number of units required; short-term and long-term effects of the pandemic; region-specific growth; seasonal and permanent resident growth; employment opportunities and demand. He outlined next steps which include speaking to school boards, committees, local municipalities, finalizing pandemic analysis and presentation of the results to council.

Discussions following included accelerated points of growth not previously predicted, current residential housing demands, and increasing infrastructure needs. Also highlighted was the need for development of community forums focusing on education for homebuilders and landowners regarding the need for affordable housing.

Roundtable and Discussion Points to Consider

How has business been to date

Businesses offering outdoor activities are flourishing with current capacities and regulations. Other tourism-based businesses are not experiencing the same benefits from visitors and residents currently.

Trail use has been higher than expected.

Outlook for Summer 2021

Outlook for summer 2021 looks optimistic with expanding capacities, vaccinations underway and promotion of “stay-cations” from our Provincial ministries.

Municipalities are opening facilities again in reduced capacities this summer and local resident feedback is positive about this.

Regional marketing efforts will continue to focus on a balance of needs between regional and business promotions and the safety and wellbeing of residents, staff and visitors. Communications will focus on tourism as a major piece of our economy and the ability to offer these services safely. Marketing efforts will need to align with council, control groups and public health recommendations prior to reaching out of market.

Workforce Outlook

The biggest challenge will be obtaining a workforce this summer. It was suggested that working together to maximize opportunities and share best practices for the summer would be of benefit.

The Labour Supply Task Force has restarted. Highlighted priorities include infrastructure, housing, transit and marketing.

In anticipation of return to regular capacities in 2022, employers may continue to experience struggles in obtaining qualified employees if current trends continue and should be part of considerations and planning now.

Other Business

There was no other business.

Next Meeting Dates

TBD

On motion by Councilor Carleton and Jim Halliday, the meeting adjourned at 11:17 AM.

Andrew Siegwart, Chair