

<b>To:</b>	Warden Hicks and Members of Grey County Council
<b>Committee Date:</b>	January 10, 2019
<b>Subject / Report No:</b>	CAOR-CW-01-19
<b>Title:</b>	Recommendations for Public Members of the Tourism Advisory Committee
<b>Prepared by:</b>	Bryan Plumstead, Manager of Tourism
<b>Reviewed by:</b>	Kim Wingrove, CAO
<b>Lower Tier(s) Affected:</b>	
<b>Status:</b>	Recommendation adopted by the Committee of the Whole as presented as per Resolution CW20-19;

## Recommendation

1. **That the following public members be appointed as public members of the Grey County Tourism Advisory Committee for the term 2019-2022:**
  - i. **Joel Dawson**
  - ii. **Jim Diebel**
  - iii. **Jim Halliday**
  - iv. **Andrea O'Reilly**
  - v. **Andrew Siegwart**

## Executive Summary

The Tourism Advisory Committee (TAC) strategically supports Grey County's goal one of strengthening the local economy and specifically to implement the Tourism Destination Development Action Plan.

TAC is comprised of five public/industry members who serve a four year term concurrent with county council and two annually-appointed members of county council.

Applications for public members of the 2019-22 term of TAC were advertised through media advisory, social media and Grey County Tourism's industry newsletter list and resulted in eight applications for five vacancies. This report recommends five members based on a mix of sectors, management experience, skills and geography.

# Background and Discussion

The Tourism Advisory Committee (TAC) strategically supports Grey County's goal one of strengthening the local economy and specifically to implement the Tourism Destination Development Action Plan.

TAC's scope of responsibility includes:

To progressively move towards Grey County Tourism's vision: "Increase sustainable tourism revenues through managing and marketing Grey County as a tourism destination."

To provide guidance and recommendations on strategies, policies and priorities regarding:

- Monitoring emerging trends in tourism and realignment of the County's resources accordingly.
- Utilization of research to build market insight, track performance and guide product development.
- Growth of Grey County Tourism's role as a collaborative tourism leader.
- Monitoring of Grey County Tourism Destination Development Action Plan.
- Enhancing sustainability of Grey County as a tourism destination.

The Terms of Reference for this committee outline the membership as:

- Five members of the tourism industry or public who represent a cross-section of interests in tourism sectors and locations across Grey County. These members serve a term concurrent with the term of council.
- Annual appointments of two members of County Council.

Councillors Sue Carleton and Shirley Keaveney have been confirmed by County Council at its December 20, 2018 meeting as County representatives for 2019.

## Recruitment of Public Members

Throughout November Grey County advertised and recruited for five public members of the Tourism Advisory Committee. A media release was posted which received coverage in the local media. Grey County's social media accounts were also used. Grey County Tourism also sent the posting out by email to its industry database.

Applicants filled out a form specified in the Terms of Reference which cover different tourism sectors, board or management experience and skills and competencies that would be beneficial to the committee. On the closing date of November 30, 2018 a total of eight eligible applications were received for five vacancies.

## Former Members Interested in Returning

Four former members of the committee have applied for another term, and are recommended based on their sector and management experience and skill set, as well as providing continuity for the committee.

Jim Diebel – Owner – Hanover Holidays

Jim Halliday – Grey Highlands

Andrea O'Reilly – Marketing, Georgian Hills Vineyard – The Blue Mountains

Andrew Siegart – President, Blue Mountain Village Association

## New Applicants Members

Four new applications were received and the following applicant is recommended based on his sector representation, management experience and skill sets.

Joel Dawson – Owner – Free Spirit Tours - Heathcote

## Legal and Legislated Requirements

The Tourism Advisory Committee Terms of Reference outlines the committee's Purpose, Scope of Responsibility, Voting membership, Reporting relationship to County Council, and that the committee is guided by the County's procedural by-law as well as Provincial Acts and regulations such as the Municipal Act.

## Financial and Resource Implications

There are no staffing or Information Technology implications related to this report. There are very minimal costs related to mileage for members of this committee and these are included in the existing budget allocation.

## Relevant Consultation

- Internal (Kim Wingrove)
- External

## Appendices and Attachments

[Grey County Tourism Advisory Committee Terms of Reference](#)