

## Tourism Advisory Committee April 11, 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; Phillip Allanson, Jim Halliday, Jim Diebel, Andrew Siegart, and Councillors Hicks and Ardiel

Regrets: Andrea O'Reilly

### Staff

Present: Kim Wingrove, Chief Administrative Officer; Bryan Plumstead, Tourism Manager; Heather Aljoe, Tourism Marketing and Communications Specialist, Mary Jane Hills, Tourism Administrative Assistant and Tara Warder, Deputy Clerk/Legislative Coordinator

## Call to Order

Chair Gingras called the meeting to order at 10:05 AM.

## Declaration of Pecuniary Interest

There were no declarations of pecuniary interest.

## 2018 Marketing Strategy

The goal of the marketing strategy is to outline Grey County's annual marketing direction for stakeholders. Staff outlined the 2018 marketing goals.

The importance of attaining recognition of the brand and creating a differentiated brand were noted. Staff would like to build the brand through photography and stories.

The Committee provided feedback and noted that operators should be included in the fourth goal regarding the visiting friends and family market. Further, the importance of being able to measure goals was cited and a suggestion that the other goals support this main goal. The importance of telling a story and the need to encourage artists to "Colour it their way" was highlighted.

The difficulty in collecting necessary data was noted. Staff spoke to the Environics PRIZM work that has been undertaken. Suggestions were made to assist with data collection. There are operators that are willing to share data with the understanding that it is to be aggregate data and that it won't be shared.

Further feedback included whether to add visitation to Goal 3. Staff will make the change based on today's discussion.

Staff then spoke to the Market Research aspect of the Plan and the breakdown of the Environics PRIZM segmentation. Marketing strategies were also highlighted, as well as media partnership opportunities and performance measures. The importance of highlighting media stories was cited as well.

## Industry Criteria – For discussion

Staff outlined visitor ready and market ready criteria to be used by Grey County Tourism to determine if a tourism supplier is able to offer business ready and market ready products to consumers. The Committee noted that this is a good toolkit for summer students to take when talking to operators.

It was suggested that the Committee meet the Tourism summer students at the next meeting.

## Destination Development Action Plan Progress Review – Quarter 1 Scorecard

Heather Aljoe and Bryan Plumstead detailed the various pillars, including stakeholder engagement, destination management and market research and tracking. Discussion occurred on Tourism Talks that have been held and the possibility of web streaming these talks in the future.

It was noted that staff have met with the Information Technology Department on the Tourism mobile application and outlined next steps for the project.

## South Georgian Bay Labour Task Force – Tourism Industry Attainable Housing Study

Andrew Siegwart provided an update on the Tourism industry attainable housing study and outlined the next steps. It was noted that the employee perspective is very important. There will be more findings to present at the next meeting.

## Grey County Tourism Updates

## Staffing Changes

Bryan Plumstead provided the Committee with staffing updates from the Tourism Department. It was noted that Amanda Pausner has accepted a position with Regional Tourism Organization 7 (RTO7). Phillip Allanson spoke to Amanda's work and contributions to the County and thanked her for her work. Mr. Plumstead further noted that Mary Jane Hills is retiring next month. The Committee thanked Mary Jane for her dedication and work with the County. Recruitment for Ms. Pausner's position is ongoing.

## Tourism Budget 2018

Mr. Plumstead highlighted the 2018 Tourism budget, consisting of approximately \$590,000.

## Waterfront Trail

Bryan Plumstead gave an update on the Great Lakes Waterfront Trail. Mr. Plumstead noted that signs will be going up along the waterfront trail and the launch date of the trail is anticipated to be early summer.

## Cycling/Trails Master Plan – OMCC Funding

Mr. Plumstead noted that Grey County has received Ontario Municipal Commuter Cycling grant funding. A cycling study has to be conducted and will also include trails and other forms of active transportation. Staff will scope the project and funding.

## Air BnB in Grey County

The Committee discussed Air BnB in Grey County and other jurisdictions who are taxing Air BnBs. The advantages of Air Bnb hosts having a binder of tourism information at their sites was noted and Mr. Plumstead will reach out to AirBnB to advise of Grey County communications and resources available.

## Next Meeting Dates

**July 5, 2018 at 8:30 AM.**

On motion by Phillip Allanson, the meeting adjourned at 1:17 PM.

Gary Gingras, Chair