

## Report CCR-PCD-07-15

**To:** Chair Wright and Members of the Planning and Community Development Committee

**From:** Bryan Plumstead, Manager of Economic Development and Tourism

**Meeting Date:** February 17, 2015

**Subject:** **Recommendations for Public Members of the Tourism Advisory Committee**

**Status:** Recommendation adopted by Committee as presented per Resolution PCD35-15; Endorsed by County Council March 3, 2015 per Resolution CC45-15;

### Recommendation(s)

**WHEREAS Grey County has been recruiting for five public members to serve on the Tourism Advisory Committee,**

**NOW THEREFORE BE IT RESOLVED THAT Report CCR-PCD-07-15 be received;**

**AND THAT Philip Allanson, Don Braden, Gary Gingras, Peter Majewski and Monica Smith be appointed as public members of the Grey County Tourism Advisory Committee for the term 2015-18.**

### Background

The Tourism Advisory Committee (TAC) helps support Grey County's goal to secure the County's place as Ontario's recreation jewel and of expanding the prosperity base. Specifically, its scope of responsibility is 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.

The Terms of Reference for this committee outline membership of:

Five members of the 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.

Two members of County Council (who are members of the Planning and Community Development Committee.) These members are appointed annually.

Councillors Barb Clumpus and Gail Ardiel have been confirmed by County Council at its January 7, 2015 meeting as County representatives for 2015.

### *Recruitment of Public Members*

Throughout January Grey County advertised and recruited for the five public members of the Tourism Advisory Committee. Ads were taken in local papers and a media release was posted which received coverage in local papers, online and on the radio. Grey County's social media accounts were also used. 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 February 2, 2015 a total of seven applications were received for the five vacancies.

### *Former Members Interested in Returning*

Three 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.

Don Braden – President, Blue Mountain Village Association – Blue Mountains

Gary Gingras – Owner – Cedars Resort – Lake Eugenia

Philip Allanson – Former business consultant/Ministry of Industry & Trade - Flesherton

### *New Applicants Members*

Four new applications were received for the remaining two vacancies and the following two people are recommended based on their sector representation, management experience and skill sets.

Peter Majewski – Innovative P&L Solutions - Markdale

Monica Smith – Co-owner “Upside Unlimited” – Georgian Bluffs

## Financial / Staffing / Legal / Information Technology

### Considerations

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.

### Link to Strategic Goals / Priorities

Grey County's Corporate Strategic Plan 2012-15 identified "securing our place as Ontario's recreation jewel as a key goal. Specific actions within the plan include partnering with sector representatives to support and enhance tourist experiences and utilizing market research to build insight, track performance and guide development.

Respectfully submitted by,

Bryan Plumstead

Manager of Economic Development and Tourism

Director Sign Off: *Sharon Vokes*