



# Grey County Revised Committee Agenda

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## Tourism Advisory Committee January 24, 2018 – 10:00 AM

Heritage Room, Grey County Administration Building

1. **Call to Order**
2. **Welcome to New Members**
3. ~~Election of the Chair and Vice Chair~~
4. **Declaration of Pecuniary Interest**
5. **Business Arising from the Minutes**
  - a. Resolution TAC03-17 from the October 11<sup>th</sup>, 2017 Tourism Advisory Committee meeting (Referred back by Committee of the Whole to Tourism Advisory Committee for further review)  
  
**That Grey County support and encourage the adoption of a license plate for cyclists and that the revenues from licensing be spent on cycling benefits such as shoulder paving.**
6. **Reports – CAO**
  - a. CAOR-TAC-05-18 Tourism Research and Data Analyst Project  
**That Report CAOR-TAC-05-18 be received; and**  
  
**That the Tourism Research and Data Analyst project be supported and that staff be directed to move forward in securing further project partners and funding; and**  
  
**That staff will bring a report to County Council once the project is finalized, and that Grey County's contribution to this project be funded from the Tourism Reserves as a one-time project up to \$20,000.**
7. **Destination Development Action Plan**
  - i. 2017 Year End Report Card
  - ii. SWOT & Trends – 2018 Marketing & Destination Development Strategy

**8. Labour Market Task Force Update – Andrew Siegart**

**9. Municipal Accommodation Tax**

- i. [Tourism Industry Association of Ontario \(TIAO\) FAQs](#)

**10. Other Business**

**11. Next Meeting Dates**

- a. To be determined

**12. Adjournment**