

MEETING MINUTES



MEETING **Tourism Advisory Committee**

DATE February 13, 2018

LOCATION City Hall Meeting Room 112
TIME 4:00pm

PRESENT Andrea McCulligh, Anu Saxena, Frank Cain, Heather Grummet, Jen Whyte
 Dana Keller (staff), Stacey Dunnigan (staff)

REGRETS Marty Williams, Lynn Broughton

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Approval of November 21, 2017 Meeting Minutes</p> <p>Motion: That the September 12, 2017 Tourism Advisory Committee meeting minutes be approved. Moved: Frank Cain Seconded: Heather Grummet</p> <p>All in favour: minutes approved.</p>
2	<p>Updates: Staff provided updates on the progress of new and ongoing projects.</p> <p>Animation Fund</p> <ul style="list-style-type: none">Staff provided an overview of the project and the work completed to date <p>Community Plan</p> <ul style="list-style-type: none">Staff provided an overview of the scope of the community plan and Culture and Tourism involvementStaff advised that the Tourism Advisory Committee will have the opportunity to be involved in the project through community consultations <p>Branding Project</p> <ul style="list-style-type: none">Staff advised that the branding project will be linked to the Community PlanStaff is in the research stage of the project, investigating other approaches to destination brandingStaff advised that the Branding Project will be a part of the committee’s work plan for 2018-2019 <p>Committee Vacancies</p> <ul style="list-style-type: none">Staff advised that there are currently three vacancies on the committee

	<ul style="list-style-type: none"> Staff advised that the committee’s goal in 2018 will be to review the structure of the committee as work has evolved. <p>Promotion</p> <ul style="list-style-type: none"> Staff provided an overview of the promotions work done to date, including shifting to more digital options and more collaborations
4	<p>Discussion: Tourism Services Amalgamation and Awareness</p> <p>The committee discussed how make Tourism and the work being done prominent locally. Committee members discussed opportunities to involve current work into more conversations.</p>
5	<p>Discussion: Municipal Accommodation Tax</p> <p>Staff updated the committee on the new legislation about Municipal Accommodation Tax. Staff are currently investigating and researching the options for Guelph and how it could impact the City and local accommodation stakeholders. The committee discussed how this will impact the committee’s mandate.</p>
6	<p>2018 Meetings</p> <p>Staff reviewed the meeting dates scheduled for 2018</p> <ul style="list-style-type: none"> April 10 June 12 August 14 October 9 December 11
7	<p>Next meeting: June 12, 2018</p>
8	<p>Adjournment: 5:30 p.m.</p>