

# MEETING MINUTES



MEETING      **Tourism Advisory Committee**

DATE            June 12, 2018

LOCATION        City Hall Meeting Room 112  
TIME            4:00pm

PRESENT        Andrea McCulligh, Anu Saxena, Frank Cain, Heather Grummet, Court Desautel, Erin Mares  
                      Stacey Dunnigan (staff)

REGRETS        Jen Whyte, Lynn Broughton

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p><b>Approval of February 13, 2018 Meeting Minutes</b></p> <p><b>Motion:</b> That the February 13, 2018 Tourism Advisory Committee meeting minutes be approved. <b>Moved:</b> Frank Cain <b>Seconded:</b> Anu Saxena</p> <p>All in favour: <b>minutes approved.</b></p>
2	<p><b>Welcome new members</b></p> <ul style="list-style-type: none"><li>• Introduction of Erin Mares and Court Desautels to the advisory committee.</li><li>• Staff reviewed current committee structure and mandate</li><li>• Discussion about status of 2018 Animation Fund projects</li></ul>
3	<p><b>Update: Destination development intern and projects</b></p> <p>The following projects are underway, with research and administrative support from an intern from the University of Waterloo.</p> <p>Municipal Accommodation Tax (MAT) consultation</p> <ul style="list-style-type: none"><li>• Staff is researching tax levy models and organizational structure of other municipalities;</li><li>• Consultation process is underway with Guelph accommodation stakeholders.</li></ul> <p>Sport tourism</p> <ul style="list-style-type: none"><li>• Supporting University of Guelph with sport event data input into STEAM model;</li><li>• Supports DestinationGUELPH strategy with better understanding of economic impact of sport business to the community.</li></ul>

	<p>Community Plan</p> <ul style="list-style-type: none"> <li>• Connected to branding and telling Guelph’s story;</li> <li>• Community consultation is underway at various festivals and events throughout the city and includes input from visitors and residents;</li> <li>• Sector conversations to take place in the fall. Community plan project team will attend the next meeting to present work to date.</li> </ul>
<b>4</b>	<p><b>Discussion: 2018 Marketing and promotions</b> Staff will email this information to committee members for review</p>
<b>5</b>	<p><b>Discussion: DestinationGUELPH fall meeting planning</b></p> <ul style="list-style-type: none"> <li>• Deferred</li> </ul>
<b>6</b>	<p><b>Next meeting: To be confirmed</b></p>
<b>7</b>	<p><b>Adjournment: 5:30 p.m.</b></p>