

MEETING MINUTES



MEETING **Tourism Advisory Committee**

DATE July 7, 2016

LOCATION City Hall Meeting Room 112

TIME 4:00pm

PRESENT Barbara Fisk, Andrea McCulligh, Anu Saxena, Frank Cain Greg Mungall, Rachelle Cooper, Dana Keller (staff), Stacey Dunnigan (staff)

REGRETS Andrew Catton, Marty Williams, Heather Grummett, Dana Thatcher

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Approval of April 5, 2016 Meeting Minutes</p> <p>Motion: That the April 5, 2016 Tourism Advisory Committee meeting minutes be approved as circulated.</p> <p>Moved: Anu Saxena</p> <p>Seconded: Barbara Fisk</p> <p>All in favour, minutes approved.</p>
2	<p>DestinationNEXT Update</p> <p>Staff advised that the Regional Tourism Office 4 (RTO4) hosted a Guelph Festivals and Events working group meeting today at Innovation Guelph to begin to identify potential collaborative projects that would serve to strengthen their capacity as tourism destination drivers.</p> <p>The next meeting for the DestinationNEXT Steering Committee is scheduled for Wednesday, August 10 at Innovation Guelph.</p>
3	<p>Review of New Tourism Stakeholder Network Proposal</p> <p>Staff provided background to the development of a proposal to replace the existing fee-based tourism partnership program with a new model:</p> <ul style="list-style-type: none"> • The Review of the existing partnership program was completed as part of the staff 2016 work plan • The development of the new stakeholder network model was informed by Tourism Advisory Committee discussions, DestinationGUELPH meetings, networking events, and conversations with stakeholders and staff from various internal city departments • Establishment of the new model aligns with the shift in role of Tourism Services from 'fee-for-service' relationship to facilitator and supporter of industry stakeholders.

	<p>New Tourism Network Standards:</p> <ul style="list-style-type: none"> • Staff proposed that the Tourism Stakeholder Network should be supported by standards developed specifically for Guelph. • The committee reviewed the proposed standards and recommended some language to better fit the needs of the network and to ensure inclusivity of all tourism stakeholders <p>Tourism Network Benefits:</p> <ul style="list-style-type: none"> • Staff presented the 2017 Tourism Network benefits for review and comment • The new services for 2017 include a basic no-charge service coupled with a la carte options which • Committee agreed that Wellington County stakeholders should pay a small percentage more for fee-based services.
4	<p>Distribution of Operational Review Summary</p> <p>In preparation for discussion at the next meeting, staff circulated a draft of the Operational Review Summary for review.</p>
5	<p>Next meeting: 2017 Committee mandate</p> <p>Staff advised that the term for the current committee is over in November 2016. The next meeting agenda will include a review of the advisory committee application process and discussion about the committee’s work in 2017.</p>
6	<p>Next Meeting Date: Tuesday, September 20</p>
7	<p>Adjournment: 5:50 p.m. Moved: Frank Cain Seconded: Anu Saxena</p>