

# MEETING MINUTES



MEETING **Tourism Advisory Committee**

DATE September 20, 2016

LOCATION City Hall Meeting Room 112  
TIME 4:00pm

PRESENT Barbara Fisk, Andrea McCulligh, Anu Saxena, Frank Cain, Rachele Cooper, Heather Grummett, Dana Thatcher Dana Keller (staff), Stacey Dunnigan (staff)

REGRETS Andrew Catton, Marty Williams, Greg Mungall

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p><b>Approval of July 7, 2016 Meeting Minutes</b></p> <p><b>Motion:</b> That the July 7, 2016 Tourism Advisory Committee meeting minutes be approved as circulated.</p> <p><b>Moved:</b> Barbara Fisk</p> <p><b>Seconded:</b> Rachele Cooper</p> <p>All in favour: <b>minutes approved.</b></p>
2	<p><b>DestinationNEXT Update</b></p> <p>Staff provided an overview of the DestinationNEXT meeting held at Innovation Guelph on August 10. Projects were identified in each of the 4 strategic areas:</p> <ol style="list-style-type: none"><li>1) Build a downtown Guelph destination:<ul style="list-style-type: none"><li>• Quebec Street micro-destination</li><li>• Daytime music weekends</li></ul></li><li>2) Steward the Guelph story:<ul style="list-style-type: none"><li>• Building and strengthening industry’s capacity for social media</li></ul></li><li>3) Strengthen the Guelph festivals and event reputation<ul style="list-style-type: none"><li>• Festival of festivals</li><li>• Coordination of festivals funding</li><li>• Music City white paper in development (Chamber of Commerce).</li></ul></li><li>4) Grow the Guelph sports tourism opportunity<ul style="list-style-type: none"><li>• Canada Games 2021 bid submission</li><li>• UofG Athletics and Guelph Tourism sport hosting working group established</li><li>• Development of the Guelph experience for spectators/visitors</li></ul></li></ol> <p>The next meeting for the DestinationNEXT Steering Committee has not been scheduled.</p>

<p><b>3</b></p>	<p><b>Discussion: Operational Review Summary</b></p> <p>Staff advised that Council has moved to a Committee of the Whole structure and there would not be a Tourism Advisory Committee presentation to Council. An information report is going forward along with the Public Art Advisory Committee report later in the year.</p> <p>The committee reviewed the summary of the 2014 operational review assessment and made suggestions to staff for revisions. The summary will be used to support the information report to illustrate the methodology used by the committee in their assessment.</p> <p>The committee members felt it was important for the report to reflect the excellent progress made over the last year.</p>
<p><b>4</b></p>	<p><b>Discussion: 2017 term of the Tourism Advisory Committee</b></p> <p>Staff advised that applications are currently being accepted for the next term of the committee. At the moment there are two vacancies to fill.</p> <p>Staff reviewed the original mandate of the committee, noting that objectives are partially completed:</p> <p>The Tourism Advisory Committee will provide strategic input and advice to Council and Staff on matters pertaining to destination development and tourism service delivery in the City of Guelph, as guided by the 2014 Tourism Operation review.</p> <p>Goals/Objectives:</p> <ul style="list-style-type: none"> <li>• Advise on the implementation of the recommendations of the 2014 Tourism Operational Review; COMPLETE</li> <li>• Provide advice and recommendations to Council and Staff on matters affecting the tourism industry. ONGOING</li> </ul> <p>The committee discussed the potential of a review of the current mandate considering the work to realign tourism services and implement the DestinationNEXT tourism strategy.</p>
<p><b>5</b></p>	<p><b>Next meeting: to be confirmed</b></p> <p>Staff will consult with the Chair on another possible meeting in 2016.</p>
<p><b>6</b></p>	<p><b>Adjournment:</b> 5:00 p.m. <b>Moved:</b> Heather Grummett <b>Seconded:</b> Frank Cain</p>