

# MEETING MINUTES



MEETING      **Tourism Advisory Committee**

DATE            September 29, 2015

LOCATION        City Hall Meeting Room B

TIME            4:00pm

PRESENT        Barbara Fisk, Rachelle Cooper, Gregory Mungall, Heather Grummett, Andrea McCulligh, Marty Williams, Ella Pauls (staff), Dana Keller (staff), Stacey Dunnigan (staff)

REGRETS        Andrew Catton, Dana Thatcher

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
<b>1</b>	<p><b>Approval of August 25, 2015 Meeting Minutes</b></p> <p><b>Motion:</b> That the August 25, 2015 Tourism Advisory Committee meeting minutes be approved as circulated.</p> <p><b>Moved:</b> Heather Grummett</p> <p><b>Seconded:</b> Anu Saxena</p> <p>All in favour, <b>minutes approved.</b></p>
<b>2</b>	<p><b>Review of 2016 Tourism Partnership Program</b></p> <p>Staff presented the 2016 Tourism Partnership Program as information to the Committee Members. The program offers promotional services available to all businesses in the tourism sector for an annual fee. The model being implemented for 2016 reflects the revenue proposed to Council as part of the 2016 tourism operating budget submission.</p> <p>The presentation generated questions regarding the merits of the current model. The Committee recognized, however, that a full assessment of the model will be part of the Committee's work in advance of the 2017 tourism operating budget submission.</p>
<b>3</b>	<p><b>Debrief of DestinationNEXT Steering Committee meeting</b></p> <p>Staff provided an update to the members about the DestinationNEXT Steering Committee meeting held on August 26<sup>th</sup> at City Hall. Of note:</p> <ul style="list-style-type: none"> <li>• The key findings made by InterVISTAS supported the self-assessment conducted at the start of this process by the Steering Committee.</li> <li>• The digital audit uncovered external perceptions about Guelph, and identified opportunities to elevate the authentic stories of the destination.</li> <li>• Andrea McCulligh, Barbara Fisk and Anu Saxena were able to attend the meeting on behalf of the Tourism Advisory Committee</li> </ul>

	Andrea recommended that the opportunity to attend future DestinationNEXT Steering Committee meetings be open to all TAC Members on a rotational basis to encourage effectiveness and integration between the two groups. Staff will continue to circulate DestinationNEXT materials and inform members of future meeting dates.
<b>4</b>	<p><b>Prioritization Exercise – Tourism Operational Review</b></p> <p>Members were asked to read the Executive Summary of the 2014 Tourism Operational Review in preparation for this prioritization exercise. The first step was for the Committee to identify its top three areas for examination. They are, in order of priority:</p> <ol style="list-style-type: none"> <li>1) Communications, Visitor Services, Website, Social Media</li> <li>2) Tourism Branding, Marketing &amp; Product Development</li> <li>3) Stakeholder Satisfaction/Engagement</li> </ol> <p>The Committee also identified recommendations that were deemed low priority and/or outside the mandate of the Advisory Committee. Members recognized that many of these recommendations will be addressed by the DestinationNEXT strategy development that is currently underway.</p> <p>Based on the outcome of this exercise, the Committee will begin exploring the recommendations of the first priority area at the next meeting.</p>
<b>5</b>	<p><b>Discussion: Fall Networking Opportunity</b></p> <p>The Committee Members discussed hosting an event tailored to Guelph tourism industry stakeholders in November. The Committee requested that staff draft an outline for the event, and circulate to members for comment.</p>
<b>6</b>	<p><b>Report to Council</b></p> <p>Staff advised that due to time constraints, the first Tourism Advisory Committee report has been submitted to the Public Services Committee for information. The Public Services Committee meets on Monday, November 2<sup>nd</sup> 2015.</p>
<b>7</b>	<b>Next Meeting Date:</b> Oct/Nov – TBD
<b>8</b>	<b>Adjournment:</b> 5:40 p.m. <b>Moved:</b> Barbara Fisk <b>Seconded:</b> Andrea McCulligh

## ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
<b>1</b>	Staff	ASAP	Circulate latest DestinationNEXT presentation to Committee members.
<b>2</b>	Staff	ASAP	Develop plan for Tourism Stakeholder event, in consultation with Committee Members.
<b>3</b>	Staff	ASAP	Doodle Poll for next meeting date

