

MEETING MINUTES



MEETING **Tourism Advisory Committee**

DATE September 12, 2017

LOCATION City Hall Meeting Room 112
TIME 4:00pm

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

REGRETS Marty Williams, Greg Mungall, Dana Thatcher

DISCUSSION ITEMS

| ITEM # | DESCRIPTION |
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| 1 | <p>Approval of April 25, 2017 Meeting Minutes</p> <p>Motion: That the April 25, 2017 Tourism Advisory Committee meeting minutes be approved as circulated. Moved: Anu Saxena Seconded: Jen Whyte</p> <p>All in favour: minutes approved.</p> <p>Staff advised that no quorum was met at the June 27, 2017 meeting. Staff provided an update from the discussion from the June 27, 2017 including feedback from the MP's roundtable session.</p> |
| 2 | <p>Discussion: 2018 Network Development and Engagement</p> <p>Staff advised that preparation of the 2018 Guelph Tourism Network is underway. Staff reviewed work to date with the Guelph Tourism Network and ways to enhance further engagement and channels to promote through.</p> <p>The committee discussed options for further engagement through stronger connections with local associations, events and increased social media.</p> |
| 3 | <p>2018 Destination Animation Fund</p> <p>Staff advised that Guelph Tourism Services will be working with the Regional Tourism Organization to bring Destination Animation Funding to Guelph in 2018. Staff advised that committee members may be a part of the selection committee.</p> |
| 4 | <p>DestinationGUELPH Project Update</p> |

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| | <p>Staff provided a project update with the work being doing with DestinationGUELPH Sport Tourism:</p> <ul style="list-style-type: none"> • Staff is working with the University of Guelph to leverage and support sport events and groups in Guelph. <p>Steward the Guelph Story:</p> <ul style="list-style-type: none"> • Quebec Street Branding project and working group is underway. • Staff are planning video and visitor guide projects for 2018 <p>Tourism Identity:</p> <ul style="list-style-type: none"> • Staff are advising with Greg Klassen to help with pre-planning for rebranding project |
| 5 | <p>Vacancy Fulfilment</p> <p>Staff advised that there is currently a vacant seat on the committee. There is currently a vacancy from the accommodation sector.</p> |
| 7 | <p>Next meeting: Tuesday, November 21, 2017 City Hall Meeting Room 112</p> |
| 8 | <p>Adjournment: 5:30 p.m. Moved: Frank Cain Seconded: Lynn Broughton</p> |
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