

MEETING AGENDA



MEETING **Tourism Advisory Committee**

DATE April 5, 2016

LOCATION City Hall Meeting Room A

TIME 4:00 pm-5:30 pm

AGENDA ITEMS

ITEM #	DESCRIPTION
1	Approval of January 27, 2016 meeting minutes
2	DestinationNEXT Update <ul style="list-style-type: none">• Downtown Working Group meeting – March 31• IPSOS Reid research project
3	Visitor information transition
4	Review plans for Special Olympics visitor activation
4	Discussion: Welcome to Guelph – Setting a standard What is the best approach for Guelph? <ul style="list-style-type: none">• Case Studies:<ol style="list-style-type: none">1. Glasgow Welcomes: http://glasgowwelcomes.com2. Tourism Partnership of Niagara https://www.niagarasrto.com/niagara-ambassador3. Spirit Awards, GTHA: http://www.gtha.com/Events/GTHASpiritAwards/AbouttheSpiritAwards.aspx
6	Next meeting: Review membership model
7	Adjournment