

# MEETING MINUTES



MEETING      **Tourism Advisory Committee**

DATE            January 27, 2016

LOCATION        City Hall Meeting Room 112

TIME            4:00pm

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

REGRETS        Andrew Catton, Marty Williams, Gregory Mungall

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p><b>Approval of November 4, 2015 Meeting Minutes</b></p> <p><b>Motion:</b> That the November 4, 2015 Tourism Advisory Committee meeting minutes be approved as circulated.</p> <p><b>Moved:</b> Frank Cain</p> <p><b>Seconded:</b> Barbara Fisk</p> <p>All in favour, <b>minutes approved.</b></p>
2	<p><b>DestinationNEXT Update</b></p> <p>Frank Cain, Barbara Fisk and staff provided a summary of the last DestinationNEXT Steering Committee meeting held on January 13 at the Civic Museum. It was reported that:</p> <p>Four strategic goals have been established</p> <ul style="list-style-type: none"> <li>#1: Steward the Guelph story</li> <li>#2: Strengthen the Guelph festivals and event reputation</li> <li>#3: Build a Downtown Guelph destination</li> <li>#4: Grow the Guelph sports tourism opportunity</li> </ul> <p>The strategy is now titled DestinationGUELPH: A Community-based Tourism Strategy for Economic Development. This language is based on the understanding that tourism is a wealth-creation business.</p> <p>While initiatives for each goal are currently under development, three specific projects were presented and are in planning process with the support of Regional Tourism Office 4 (RTO4):</p> <ul style="list-style-type: none"> <li>• a music tourism summit (Guelph Chamber of Commerce)</li> <li>• a potential blockbuster event (Hillside Festival)</li> <li>• a regional 2021 Canada Games bid (Regional Sports Tourism Office)</li> </ul> <p>There was general consensus around the four goals and objectives.</p>

3	<p><b>Discussion: Goal #1 of DestinationGUELPH – Steward the Guelph story.</b></p> <p>To advance goal #1 and modernize the delivery of tourism services, Visit Guelph will focus its efforts in the next 18 months on shifting to a destination management and marketing model. Discussion to inform the transition focused on three questions:</p> <p>What is the role/function of the tourism industry in this model?</p> <ul style="list-style-type: none"> <li>• <i>Meeting the tourists needs</i></li> <li>• <i>Collaboration</i></li> </ul> <p>What is the role of the community?</p> <ul style="list-style-type: none"> <li>• <i>Sharing 'OUR GUELPH' with others</i></li> <li>• <i>Supporting business/attending events</i></li> </ul> <p>What is the role of Visit Guelph?</p> <ul style="list-style-type: none"> <li>• <i>Facilitating new initiatives</i></li> <li>• <i>Supporting the strategy</i></li> <li>• <i>Spreading the word</i></li> </ul> <p>Staff will review other municipalities or destination marketing organizations that have made a similar transition to a management model. It was also agreed that Guelph could benefit from developing its own vernacular for tourism in the community so that residents and industry are speaking the same language that is meaningful to them.</p> <p>The DestinationGUELPH Strategy will be rolled out to other stakeholders in the community following completion of a series of workshops, planned by RTO4 in first half of 2016, specific to the other goals.</p>
4	<p><b>Operational Review: Next steps</b></p> <p>It was agreed that in advance of the next meetings, staff will draft and circulate for committee review:</p> <ul style="list-style-type: none"> <li>• an organizational chart to clarify respective roles and responsibilities of Visit Guelph, Tourism Advisory Committee, DestinationNEXT Steering Committee and RTO4.</li> <li>• a summary of recommendations of operational review as scored by the committee in order of priority</li> <li>• a proposal for a revised Visit Guelph membership model for 2017</li> </ul>
5	<p><b>2016 Meeting dates</b></p> <p>Staff proposed meeting 4 times in 2016, as per Council's approval for the Tourism Advisory Committee. Staff will circulate possible meeting dates in April, July and September in advance of the Committee's report to Council.</p>
6	<p><b>Next Meeting Date:</b> TBD</p>
7	<p><b>Adjournment:</b> 5:35 p.m. <b>Moved:</b> Barbara Fisk <b>Seconded:</b> Frank Cain</p>