

MEETING MINUTES



MEETING **Tourism Advisory Committee**

DATE February 16, 2017

LOCATION City Hall Meeting Room 112
TIME 4:00pm

PRESENT Barbara Fisk, Andrea McCulligh, Anu Saxena, Heather Grummett, Dana Thatcher,
Jen Whyte, Lynn Broughton, Dana Keller (staff), Stacey Dunnigan (staff)

REGRETS Frank Cain, Marty Williams, Greg Mungall

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Approval of September 20, 2016 Meeting Minutes</p> <p>Motion: That the September 20, 2016 Tourism Advisory Committee meeting minutes be approved as circulated.</p> <p>Moved: Barbara Fisk</p> <p>Seconded: Heather Grummett</p> <p>All in favour: minutes approved.</p>
2	<p>Welcome and Introductions</p> <p>The chair welcomed in a new term of the committee, as well as two new members: Jen Whyte and Lynn Broughton.</p> <p>The committee also noted the excellent progress made over the last year and review the mandate moving forward.</p>
3	<p>2016 Tourism Services Realignment</p> <p>Staff reviewed the realignment work that has been done to date based on findings through the work of DestinationGUELPH.</p> <ul style="list-style-type: none">• Guelph Tourism Services now has a comprehensive presence on guelph.ca• Guelph Tourism staff roles have realigned to better fit the work that was already being done• Guelph Tourism staff have relaunched the visitor blog
4	<p>DestinationGUELPH Update</p> <p>Staff provided an overview of the DestinationNEXT meeting held on January 24. This was the first meeting of the steering committee since August 2016.</p>

	<p>Staff reviewed the strategic goals and projects</p> <ol style="list-style-type: none"> 1) Build a downtown Guelph destination: <ul style="list-style-type: none"> • Quebec Street micro-destination • Daytime music weekends 2) Steward the Guelph story 3) Strengthen the Guelph festivals and event reputation 4) Grow the Guelph sports tourism opportunity <p>Staff advised that the committee will have a role in the transition of DestinationNEXT from RTO4 to a community driven project.</p> <p>Staff reviewed key finding of the Economic Impact Study. The information from the study has provided a baseline for measurement and is available on the tourism services page on Guelph.ca.</p>
6	<p>Discussion: Stewarding the Guelph Story</p> <p>Staff advised that through the findings of DestinationNEXT, that there is support to begin exploring the process for a community tourism branding initiative.</p> <p>Staff reviewed the worked completed by Kingston and found the project to be inspiring and a good example for Guelph to investigate. Focusing on the highlights, Staff reviewed the key findings from the Kingston project. Staff will organize a meeting or arrange a conference call with Kingston project partners. Committee members will be invited to participate.</p>
5	<p>Next meeting: to be confirmed</p> <p>Staff will send out a doodle poll to confirm the next meeting date.</p>
6	<p>Adjournment: 5:30 p.m. Moved: Barbara Fisk Seconded: Jen Whyte</p>