

# MEETING MINUTES



MEETING      **Tourism Advisory Committee**

DATE            April 5, 2016

LOCATION        City Hall Meeting Room 112

TIME            4:00pm

PRESENT        Barbara Fisk, Heather Grummett, Andrea McCulligh, Anu Saxena, Dana Thatcher, Greg Mungall, Dana Keller (staff), Stacey Dunnigan (staff)

REGRETS        Andrew Catton, Marty Williams, Frank Cain

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p><b>Approval of January 27, 2016 Meeting Minutes</b></p> <p><b>Motion:</b> That the January 27, 2016 Tourism Advisory Committee meeting minutes be approved as circulated.</p> <p><b>Moved:</b> Barbara Fisk</p> <p><b>Seconded:</b> Anu Saxena</p> <p>All in favour, <b>minutes approved.</b></p>
2	<p><b>DestinationNEXT Update</b></p> <p>Heather Grummett attended the Downtown Working Group meeting facilitated by RTO4 on March 31 held at City Hall. The attendees discussed what projects may support Goal#3: Build a Downtown Guelph destination. The group also discussed what made global cities a destination. There was consensus on the following factors:</p> <ul style="list-style-type: none"> <li>• Safe, walkable and discoverable.</li> <li>• Interesting architecture and a sense of place</li> <li>• Animated with people and things to see and do</li> <li>• Interaction with art and culture</li> <li>• Cues and aids to facilitate exploration</li> <li>• The story of the destination is evident</li> </ul> <p>Staff advised that RTO4 had awarded the research project to IPSOS Reid. Work will include the development of measurement model that will result in key performance indicators. IPSOS will be conducting a survey at end of April/early May of visitors to Guelph in the last year.</p>
3	<p><b>Visitor Information Transition</b></p> <p>Staff advised that the visitor information kiosk has been installed at the Civic Museum. Staff will be exploring alternate locations for other kiosks throughout the city. All tourism staff relocating to 2<sup>nd</sup> floor of City Hall on April 18. They will be maintaining responsibility for all phone, online and in-person visitor inquiries at City Hall.</p>

4	<p><b>Review plans for Special Olympics visitor activation</b></p> <p>Tourism staff will be hosting a 'Welcome' pop up kiosk at Old Quebec Street Shoppes as part of the friends and family registration on May 26, before Opening Ceremony held at Sleeman Centre. The intent is to welcome athletes, families and supporters and be on site for any visitor related questions.</p> <p>Committee members suggested that staff look into ways to get 'first impression' feedback from visitors through a facilitated survey.</p>
5	<p><b>Discussion: Setting a standard for 'Welcome to Guelph'</b></p> <p>The committee reviewed and discussed three examples of programs developed to set a standard for visitor and customer service:</p> <ul style="list-style-type: none"> <li>• City - Glasgow Welcomes</li> <li>• Region - Tourism Partnership pf Niagara</li> <li>• Industry association - Greater Toronto Hotel Association</li> </ul> <p>There were common standards between each program:</p> <ul style="list-style-type: none"> <li>• Signage that welcomes and orientates the visitor</li> <li>• Bundled transportation options for ease of movement</li> <li>• Coordinated incentive and discount programs for visitors</li> <li>• Investment from industry</li> <li>• Capacity development for volunteers</li> </ul> <p>What's the best "Made in Guelph" approach?</p> <ul style="list-style-type: none"> <li>• Consult Volunteer Centre</li> <li>• Repeat message through different community channels</li> <li>• Appeal to community pride</li> <li>• Make program free for businesses</li> <li>• Build momentum toward formal recognition program</li> </ul>
6	<p><b>Next Meeting Date:</b> Thursday, July 7</p>
7	<p><b>Adjournment:</b> 5:30 p.m. <b>Moved:</b> Barbara Fisk <b>Seconded:</b> Andrea McCulligh</p>