

MEETING MINUTES



MEETING **Tourism Advisory Committee**

DATE April 25, 2017

LOCATION City Hall Meeting Room D
TIME 4:00pm

PRESENT Barbara Fisk, Andrea McCulligh, Anu Saxena, Greg Mungall, Dana Thatcher, Jen Whyte, Frank Cain, Lynn Broughton, Dana Keller (staff), Stacey Dunnigan (staff)

REGRETS Marty Williams, Heather Grummett

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Approval of February 16, 2017 Meeting Minutes</p> <p>Motion: That the February 16, 2017 Tourism Advisory Committee meeting minutes be approved as circulated. Moved: Barbara Fisk Seconded: Jen Whyte</p> <p>All in favour: minutes approved.</p>
2	<p>Stewarding the Guelph Story Update</p> <p>Staff provided an overview of the progress to date and updated the committee on plans to coordinate with a meeting with the Kingston team, and to issue an RFP in 2017 for a community tourism branding initiative.</p> <p>Staff reviewed resources for best practices including Destination Think. The Committee was encouraged to forward stories and resources.</p>
3	<p>Network Update</p> <p>Staff reviewed the status of the Guelph Tourism Network, including the positive reception of initiatives like Network News, enhancement opportunities and supporting new product development.</p>
4	<p>Rogers Hometown Hockey debrief</p> <p>Staff provided an overview of the event detailing the high attendance numbers, local minor hockey teams and supporters, and community volunteers. The event was the largest event to take place in Market Square.</p> <p>Staff reviewed Tourism Services support through promotion, branding and story development.</p>

5	<p>Staff advised that the final brand strategy for the Quebec Street project has been completed by The Letter M. The project will move in the next phase of visual brand identity development by Toque Ltd.</p> <p>Guelph Chamber of Commerce is hosting a second Music City event on May 25 at Innovation Guelph that will include a panel discussion.</p> <p>Staff reviewed the work to date on sport tourism, including economic impact data to be collected by University of Guelph sport and business management students at the Canadian Women’s Amateur Championship from July 24-28.</p> <p>Staff advised that ‘Turnstyle’ wireless hub will be installed at Guelph City Hall to provide free Wi-Fi in Market Square, and will track the number of users for data use.</p>
6	<p>Discussion: Guest Speakers</p> <p>In preparation for the branding work the committee is encouraged to recommend guest speakers at future Tourism Advisory Committee meetings.</p>
7	<p>Next meeting: Tuesday, June 27 City Hall Meeting Room 112</p>
8	<p>Adjournment: 5:30 p.m. Moved: Dana Thatcher Seconded: Frank Cain</p>