

MEETING MINUTES



MEETING **Tourism Advisory Committee**

DATE Aug 25 2015

LOCATION City Hall Meeting Room B

TIME 4:00pm

PRESENT Dana Thatcher, Barbara Fisk, Rachele Cooper, Gregory Mungall, Heather Grummett, Andrea McCulligh, Ella Pauls (staff), Stacey Dunnigan (staff). David Peacock (RTO4), Paul Tambeau (InterVISTAS Consulting), Alexis Kereluk (InterVISTAS Consulting)

REGRETS Andrew Catton, Marty Williams

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Approval of July 20, 2015 Meeting Minutes</p> <p>Motion: That the July 20, 2015 Tourism Advisory Committee meeting minutes be approved as circulated.</p> <p>Moved: Barbara Fisk</p> <p>Seconded: Andrea McCulligh</p> <p>All in favour, minutes approved.</p>
2	<p>Appointment of Committee Chair</p> <p>Motion: That Andrea McCulligh is appointed Chair of the Tourism Advisory Committee.</p> <p>Moved: Anu Saxena</p> <p>Seconded: Barabara Fisk</p> <p>All in favour, motion carried.</p> <p>Member resignation: Staff advised that there is a vacancy on the Tourism Advisory Committee due to a resignation received from one of the members of the committee.</p> <p>Council made the citizen appointments in May of this year, and since that was done so recently, the Citizen Appointment Policy permits staff to review the applications the City has on file to recommend a name for consideration to fill the vacancy.</p>
3	<p>Presentation: DestinationNEXT – Guelph Tourism Strategy</p> <p>Staff introduced David Peacock, CEO of Regional Tourism Organization 4. Mr. Peacock provided committee members with an overview of the regional tourism strategy and how Guelph was selected to participate in this international destination development project.</p>

	Mr. Peacock introduced Paul Tambeau and Alexis Kereluk from InterVISTAS Consulting Inc. Paul and Alexis are the project managers for the Guelph Tourism Strategy. Paul presented Phase I and Phase II of the DestinationNEXT project. He reviewed the work that the Steering Committee has completed and gave an update to the current status of the Guelph project.
4	<p>Discussion: Committee Mandate and project integration</p> <p>The group recognized that the work of the DestinationNEXT Steering Committee is to establish a strategy for the destination. The role of the Tourism Advisory Committee is to advise on the strategy for Visit Guelph, the City's destination management and marketing organization. The Committee will evaluate the recommendations made in the 2014 Operational Review based on this approach.</p> <p>Committee members were invited to attend the next meeting of DestinationNEXT Steering Committee scheduled for Wednesday, August 26th. Andrea McCulligh, Barbara Fisk and Anu Saxena are able to attend.</p>
5	Next Meeting Date: Sept – TBD
6	Adjournment: 5:30 p.m.

ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
1	Staff	ASAP	Circulate earlier tourism reports to Committee members.
2	Staff	ASAP	Circulate DestinationNEXT presentation to Committee members.
3	Staff	ASAP	Doodle Poll for next meeting date