

# MEETING MINUTES

MEETING      **Tourism Advisory Committee**

DATE            November 4, 2015

LOCATION        City Hall Meeting Room 112

TIME            4:00pm

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

REGRETS        Andrew Catton, Marty Williams, Rachelle Cooper

## DISCUSSION ITEMS

| ITEM # | DESCRIPTION   |
|--------|---|
| 1      | <p><b>Approval of September 29, 2015 Meeting Minutes</b></p> <p><b>Motion:</b> That the September 29, 2015 Tourism Advisory Committee meeting minutes be approved as circulated.</p> <p><b>Moved:</b> Barbara Fisk</p> <p><b>Seconded:</b> Heather Grummett</p> <p>All in favour, <b>minutes approved.</b></p>  |
| 2      | <p><b>DestinationNEXT Update</b></p> <p>Staff provided a brief summary of the DestinationNEXT Steering Committee meeting in October. The objective of the meeting was to prioritize opportunities and generate consensus on the vision, strategic goals, and objectives of the strategy. The areas of focus are:</p> <ul style="list-style-type: none"> <li>• premier festivals and events destination</li> <li>• opportunity to grow sports tourism</li> <li>• activating downtown.</li> </ul> <p>The results of the discussion will be integrated into the draft strategy prepared by InterVistas in November.</p>  |
| 3      | <p><b>Discussion: Increasing industry engagement</b></p> <p>The Committee discussed its goals for increasing industry engagement, tactics to help increase engagement, and how success will be measured. Members discussed:</p> <ul style="list-style-type: none"> <li>• Clearly identify tourism stakeholders – individuals, businesses, organizations, institutions, etc. This is the foundation to understanding who Visit Guelph needs to engage with.</li> <li>• Consider the language, tone and message used when speaking with stakeholders about their role in the tourism industry in Guelph. Perhaps this means creating a definition of ‘tourism’ and ‘visitor’ that better describes the industry attributes for Guelph.</li> </ul> |

|   |   |
|---|---|
|   | <ul style="list-style-type: none"> <li>• Ascertain the economic benefit of the University of Guelph to Guelph's tourism industry. Staff advised that the President's Office at the University of Guelph will be starting this research project in 2016 and will share the findings with the City.</li> <li>• Consider the tools already in use by Visit Guelph (Blog, Calendar) and look for ways to make them more accessible. The example was given of how the current functionality and design of the events calendar may be a barrier to newcomers, an untapped section of the VFR market.</li> </ul> |
| 4 | <p><b>Tourism Industry Event – November 17th</b></p> <p>Staff reviewed the agenda for the industry event on November 17 at the Church of Our Lady. The objective is to reconnect with industry stakeholders and introduce concepts such as DestinationNEXT, Festival City, the vision for downtown Guelph and identifying tourism stakeholders.</p>   |
| 5 | <p><b>Operational Review: Development of draft report</b></p> <p>Staff will draft a summary of the Committee's work prioritizing and advising on the recommendations made in the 2014 Operational Review. This is the first step to preparing the Committee's report to Council in 2016.</p>  |
| 6 | <b>Next Meeting Date:</b> TBD   |
| 7 | <b>Adjournment:</b> 5:30 p.m. <b>Moved:</b> Frank Cain <b>Seconded:</b> Anu Saxena  |

## ACTION ITEMS

| ITEM # | ASSIGNED TO | DUE DATE | DESCRIPTION   |
|--------|-------------|----------|---|
| 1      | Staff       | ASAP     | Circulate latest DestinationNEXT presentation to Committee members.                 |
| 2      | Staff       | ASAP     | Develop plan for Tourism Stakeholder event, in consultation with Committee Members. |
| 3      | Staff       | ASAP     | Doodle Poll for next meeting date   |