

MEETING MINUTES



MEETING **Tourism Advisory Committee**

DATE November 21, 2017

LOCATION City Hall Meeting Room 112
TIME 4:00pm

PRESENT Andrea McCulligh, Anu Saxena, Frank Cain, Lynn Broughton, Heather Grummet
Dana Keller (staff), Stacey Dunnigan (staff)

REGRETS Marty Williams, Greg Mungall, Dana Thatcher, Jen Whyte

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Approval of September 12, 2017 Meeting Minutes</p> <p>Amendment: That Heather Grummet be added as Present. Motion: That the September 12, 2017 Tourism Advisory Committee meeting minutes be approved as amended. Moved: Lynn Broughton Seconded: Frank Cain</p> <p>All in favour: minutes approved.</p>
2	<p>Discussion: 2018 Destination Animation Fund</p> <p>Staff advised that the 2018 Destination Animation Partnership Fund will be announced in November. The Animation Fund presented in conjunction with Regional Tourism Organization 4 (RTO4), will allow Guelph based tourism businesses and organizations the opportunity to apply for 1:1 matching funds for new or enhanced tourism products. Members of the committee who do not wish to apply for the funding have the opportunity to be a part of the selection committee.</p> <p>The committee discussed further details about the project, options for further engagement and promotion through social media.</p>
4	<p>DestinationGUELPH Project Update</p> <p>Staff provided a project update with the work being doing with DestinationGUELPH Quebec Street Branding:</p> <ul style="list-style-type: none">• Staff reviewed the logo for the project and update the committee on the current status of the project.• Staff advised that the Google 360 is a part of the branding project.

	<p>Sport Tourism:</p> <ul style="list-style-type: none"> • Staff is working to gather economic impact data for the World Dwarf Games and Canadian Women’s Amateur Championship. <p>Video Project:</p> <ul style="list-style-type: none"> • Staff advised that Guelph Tourism will be releasing a series of six short videos as a promotional tool in January 2018. • RTO4 is providing additional funding to release more videos. <p>Community Plan:</p> <ul style="list-style-type: none"> • Staff advised that the City of Guelph is undertaking the development of a community plan. • Tourism Services is included in the project, and the Community Plan may influence the future of the rebranding project
5	<p>Vacancy Fulfilment</p> <p>Staff advised that there are currently two vacant seats on the committee. The application process will begin in early 2018.</p>
6	<p>2018 Meetings</p> <p>Staff detailed that members of the DestinationGUELPH steering committee may attend Tourism Advisory Committee meetings in the future.</p> <p>Staff advised that the mandate moving forward will be to advise on the DestinationGUELPH mandate and to work more closely with the steering committee.</p> <p>Staff will schedule six Tourism Advisory Committee meetings for 2018.</p>
7	<p>Next meeting: To be confirmed</p>
8	<p>Adjournment: 5:30 p.m.</p>