

# MEETING MINUTES



MEETING **Tourism Advisory Committee**

DATE May 1, 2019

LOCATION City Hall Meeting Room 112

TIME 4:00pm

PRESENT Andrea McCulligh, Erin Mares, Heather Grummet, Jen Whyte, Lynn Broughton, Dana Keller (staff), Stacey Dunnigan (staff)

REGRETS Anu Saxena Court Desautel, Frank Cain, Marty Williams

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p><b>Approval of March 6, 2019 Meeting Minutes</b></p> <p><b>Motion:</b> That the March 6, 2019 Tourism Advisory Committee meeting minutes be approved.</p> <p><b>Moved:</b> Heather Grummet</p> <p><b>Seconded:</b> Lynn Broughton</p> <p>All in favour: <b>minutes approved.</b></p>
2	<p><b>Presentation: Sport Tourism Economic Impact Report</b> <b>Scott McRoberts, Associate Director, Department of Athletics, University of Guelph</b></p> <p>Mr. McRoberts provided a presentation about the Department of Athletics and the findings from the report <i>An Assessment of Economic Impact of Sporting Events</i>. The report focuses on the impact of sport hosting at the University of Guelph and its effect on tourism in Guelph.</p> <p>The University of Guelph is identified as a leader in sport hosting and athlete development.</p> <p>The committee asked questions about the data and information presented.</p>
3	<p><b>Presentation: Culture Update, Jen Rafter, Cultural Program Event Coordinator</b></p> <p>Ms. Rafter presented the committee with information about the many cultural projects and programs that the City of Guelph is implementing in 2019, including the Wilson Street Public Art Project, the Main Street Mural Project, and Artist in Residence 2019. Ms. Rafter identified the positive impact of these projects on the community and for visitors.</p>

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	The committee asked questions about the projects and timelines.
<b>4</b>	<b>Update: Municipal Accommodation Tax</b> Staff provided the committee with an update on the status of MAT and that the Request for Expression of Interest (RFI) is on the City of Guelph website. Staff updated the committee on the timeline and next steps once the RFI is closed.
<b>5</b>	<b>Next meeting: Tuesday, June 18, 2019</b>
<b>6</b>	<b>Adjournment:</b> 5:30 p.m.