

# MEETING MINUTES



MEETING      **Tourism Advisory Committee**

DATE            March 6, 2019

LOCATION        City Hall Meeting Room B  
TIME            4:00pm

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

REGRETS        Erin Mares, Jen Whyte, Marty Williams

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p><b>Approval of January 30, 2019 Meeting Minutes</b></p> <p><b>Motion:</b> That the January 30, 2019 Tourism Advisory Committee meeting minutes be approved. <b>Moved:</b> Anu Saxena <b>Seconded:</b> Lynn Broughton</p> <p>All in favour: <b>minutes approved.</b></p>
2	<p><b>Deferred action: Chair appointments</b></p> <p>Staff advised that the committee must appoint a chair for the term of the committee. Committee members were able to put their name forward, if they so chose. Positions will be appointed by way of public vote.</p> <p>Chair: Committee member Andrea McCulligh submitted their name Vote: unanimous</p> <p><b>Motion:</b> That Andrea McCulligh be appointed Chair for the term of the Tourism Advisory Committee.</p> <p><b>Moved:</b> Frank Cain <b>Seconded:</b> Lynn Broughton</p> <p>All in favour: <b>chair appointed.</b></p>

<p><b>3</b></p>	<p><b>Update: Destination Guelph Strategic Co-investment Opportunity</b></p> <p>Staff reviewed the seven destination projects that were co-invested through the Destination Guelph Strategic Co-investment Opportunity presented in conjunction with the Regional Tourism Organization 4 (RTO4). The presentation included information about the three projects from the Destination Animation stream, two projects from the Destination Storytelling stream, and two projects from the Destination Hygiene stream.</p> <p>The committee asked questions about the selection process and how information about the projects will be shared and promoted. Staff referred the committee to the media release from the RTO4.</p> <p>Staff thanked the members of TAC who were on the selection committee for their time and commitment.</p>
<p><b>4</b></p>	<p><b>Discussion: Municipal Accommodation Tax</b></p> <p>Staff presented an exercise with the committee to identify MAT stakeholders, and potential impact, opportunities and issues for the stakeholders. The committee shared their thoughts and ideas.</p> <p>Staff reviewed a draft of a potential municipal accommodation tax structure.</p>
<p><b>5</b></p>	<p><b>Next meeting: Wednesday, May 1</b></p>
<p><b>6</b></p>	<p><b>Adjournment: 5:30 p.m.</b></p>