

MEETING MINUTES



MEETING **Tourism Advisory Committee**

DATE September 13, 2018

LOCATION City Hall Meeting Room 112
TIME 4:00pm

PRESENT Andrea McCulligh, Anu Saxena, Frank Cain, Heather Grummet, Court Desautel, Jen Whyte, Lynn Broughton, Danna Evans (staff), Stacey Dunnigan (staff), Dana Keller (staff)

REGRETS Erin Mares, Marty Williams

DISCUSSION ITEMS

| ITEM # | DESCRIPTION |
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| 1 | <p>Approval of June 12, 2018 Meeting Minutes</p> <p>Motion: That the June 12, 2018 Tourism Advisory Committee meeting minutes be approved. Moved: Lynn Broughton Seconded: Anu Saxena</p> <p>All in favour: minutes approved.</p> |
| 2 | <p>Presentation and discussion: Guelph Community Plan Stewart McDonough, Advisor Innovation & Service Modernization, Strategy Innovation Intergovernmental Services, Office of the CAO.</p> <p>Mr. McDonough provided a presentation about the Guelph Community Plan, including an overview of the work done to date and project timelines.</p> <p>Mr. McDonough lead the committee members through an interactive exercise to gather input and insights.</p> |
| 3 | <p>Update: Destination Animation Partnership Fund</p> <p>Staff provided an update on the 2018 Destination Animation Partnership fund as well as status update on the 2018 co-funded projects.</p> <p>Staff updated the committee on the proposed model for 2019. Based on the 2018 animation fund, Guelph Tourism, with the RTO4, will move forward with the 2019 Destination Guelph Strategic Investment Opportunity. In 2019, there will be three available funding streams:</p> <ul style="list-style-type: none">• Destination Animation |

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| | <ul style="list-style-type: none">• Destination Hygiene• Destination Storytelling <p>Members of the public can apply for co-investments with projects that will tell Guelph's story, improve the visitor experience, and create truly unique experiences for both visitors and residents.</p> |
| 4 | Update: Municipal Accommodation Tax Staff reviewed the Municipal Accommodation Tax and the work done to date, including consultations with Guelph hoteliers. The committee requested that the Municipal Accommodation Tax become a standing item on TAC agendas. |
| 6 | Next meeting: October 9, 2018 |
| 7 | Adjournment: 5:30 p.m. |