

# MEETING MINUTES



MEETING      **Tourism Advisory Committee**

DATE            September 17, 2019

LOCATION        City Hall Meeting Room 112

TIME            4:00pm

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

REGRETS        Marty Williams

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p><b>Approval of July 15, 2019 Meeting Minutes</b></p> <p><b>Motion:</b> That the July 15, 2019 Tourism Advisory Committee meeting minutes be approved. <b>Moved:</b> Anu Saxena <b>Seconded:</b> Frank Cain</p> <p>All in favour: <b>minutes approved.</b></p>
2	<p><b>Presentation: Promotion Update</b> <b>Caitlin Crete, Tourism Promotion and Digital Development Coordinator</b></p> <p>Ms. Crete was unable to attend. Staff provided a high level overview of key Visit Guelph promotions in 2019, including the two Visit Guelph Guides and The Guelph Makers video series.</p> <p>The committee requested that 2019 promotions be on the November 13, 2019 meeting agenda and include results of the campaigns</p>
3	<p><b>Update: Municipal Accommodation Tax</b></p> <p>Staff updated the committee on the status of the project, including information about the Tourism Entity Negotiations report to council to seek direction for staff to proceed into negotiations with a potential eligible tourism entity for the purpose of developing an agreement to implement a Municipal Accommodation Tax on all transient accommodations within Guelph.</p>

	<p>Staff provided information on the expected timelines for the project and expect to return to council at the end of Q2 2020 for direction from council to execute the agreement, announce the tourism entity and present the by-law with the proposed tax rate and revenue share with the entity.</p>
<b>4</b>	<p><b>Update: Destination Guelph Strategic Co-investment Opportunity</b></p> <p>Staff updated the committee on the status of the seven co-invested projects. Four projects are successfully completed, two projects are to come and one project was unable to fulfill the project outlines.</p> <p>Staff asked for direction from the committee for future granting or co-investment opportunities. The committee suggested opportunities like micro-grants and staggered application and allocation timelines.</p>
<b>5</b>	<p><b>Update: Tourism Advisory Committee vacancy</b></p> <p>Staff informed the committee that there is currently one vacancy on the committee in the attraction sector. The vacancy has been posted and closes September 26, 2020, and appointments will go to council on November 25, 2020.</p>
<b>8</b>	<p><b>Next meeting: November 13, 2019</b></p>
<b>9</b>	<p><b>Adjournment</b></p>