



Brock Tourism Advisory Committee

Date: Wednesday, February 10, 2021

Time: 7:00 p.m.

Location: Electronic Meeting via Microsoft Teams

Minutes

Present: George Ranich, Harriet Drake, Jane Trollope, Judi Forbes, Rick Smith, Sandra Bannon, Ward 1 Councillor Mike Jubb, Ward 2 Councillor Claire Doble

Absent:

Staff: Eleanor Cock, Central Counties Tourism, Kristyn Chambers, North Durham Tourism Specialist, Durham Region, Alicia Bagshaw, Recreation & Leisure Co-ordinator, Becky Jamieson - Clerk (recording the minutes)

1. Call to Order

The Clerk called the meeting to order at 7:02 p.m. The Clerk provided an overview of the Committee and brief introductions occurred.

2. Appointment of Chair & Vice-Chair

Motion

Moved by Claire Doble, that Judi Forbes be appointed Chair of the Brock Tourism Advisory Committee.

Motion Carried.

Motion

Moved by Judi Forbes, that Jane Trollope be appointed Vice-Chair of the Brock Tourism Advisory Committee.

Motion Carried

3. Appointment of Brock Board of Trade Representative

Motion

Moved by Claire Doble, that Harriett Drake be appointed as the Brock Board of Trade representative.

Motion Carried

4. Hearing of Deputations

Ms. Eleanor Cook, Field Manager, of Central Counties Tourism provided an overview of Central Counties Tourism. She provided the following information:

- Part of the Ministry of Tourism, Sport & Culture;
- Sport & tourism was the first industry hit and one of the hardest impact, and the longest recovery due to COVID-19.
- She advised that Central Counties Tourism is looking forward to working and support Brock as they continue to move tourism forward;
- She noted that there are some partnership opportunities that maybe of interest to some residents at www.centralcounties.ca.

5. General Items

1) Review of Terms of Reference/ Mandate

The Clerk provided an overview of the terms of reference/mandate.

Councillor Jubb requested clarification that the term of the Committee is to the end of the term of Council to which the Clerk advised in the affirmative.

The Committee requested that the Committee minutes be forwarded to Eleanor Cook, Central Counties Tourism.

2) Review of Community Tourism Plan and Brock Business Retention and Expansion Action Items

Ms. Chambers provided an overview of the Business Retention & Expansion Plan and the Community Tourism Plan and Action Plan.

Highlights noted were:

- Brock Business and Retention program solely focused on Tourism, included collecting data and interviewing business etc. This determined the need for a Brock Tourism Committee Working group, working with the region.
- Mr. Ranich highlighted that parking should be paid down by the harbor and the need to capitalize on fishing tourists and offer something to them in the community for bait and tackle and supplies etc.
- The Clerk mentioned the purchase of monthly and seasonal overnight parking permits in the harbour.
- It was noted that the Committee needs to prioritize some of the items on the Community Tourism Action Plan – keeping in mind the budget has already been determined for this year etc.
- Important we combine the action items into one work plan from the Community Tourism Plan and the Brock Business and Retention Plan.
- Discussion around the wayfinding signage plan occurred.

Ms. Chambers noted that she will work on putting together an overview of the actions from the different plans and what, if any, action has been done to date for the next meeting.

6. Other Items & Inquiries

1) New Business

Ms. Chambers enquired how the Committee wishes important communications to be shared with the Committee and was advised to send them directly to the committee.

2) Next Meeting Date- March 10, 2021

The Committee agreed that the next meeting would be scheduled for March 10, 2021 at 7:00 p.m.

7. Adjournment

Motion

Moved by Jane Trollope, that the Committee adjourn at 8:26 p.m.

Motion Carried.