



Brock Tourism Advisory Committee

Date: Wednesday, April 14, 2021

Time: 7:00 p.m.

Location: Electronic Meeting via Microsoft Teams

Minutes

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

Absent: George Ranich, Judi Forbes

Staff: Alicia Bagshaw, Recreation and Leisure Coordinator

1. Call to Order – 7:00 p.m.

Vice Chair Trollope called the meeting to order at 7:04 p.m.

2. Hearing of Deputations - None

3. Approval of Minutes

1) February 10, 2021

Moved by Mike Jubb, that the minutes of the February 10, 2021 meeting of the Brock Tourism Advisory Committee be approved.

MOTION CARRIED

2) March 10, 2021

Moved by Claire Doble, that the minutes of the March 10, 2021 meeting of the Brock Tourism Advisory Committee be approved.

MOTION CARRIED

4. General Items

1) Review of Tourism Advisory Committee Work Plan

Ms. Chambers provided an overview of the Work Plan items.

2) Prioritizing goals and action items

Highlighted notes were:

- Discussion around developing and launching a Brock Tourism Website. Members agreed that this is a top priority for the committee.
- Ms. Chambers advised that an action item in the Tourism Plan was to hire a dedicated tourism staff person.
- Councillor Jubb asked for clarification regarding a partnership with Central Counties Tourism for developing a website. Ms. Chambers

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advised that the Township would need to allocate funds to create a website with Central Counties. A web developer would coordinate with Township staff. The Townships of both Scugog and Uxbridge have teamed up with Central Counties Tourism to develop their Tourism pages.

Ms. Chambers advised she would contact Central Counties Tourism to determine cost for creating a Brock Tourism website.

- Moved by Harriet Drake that the Brock Tourism Advisory Committee recommends to move forward with launching an independent Tourism Website during the 2021 year in partnership with Central Counties Tourism. The Brock Tourism Advisory Committee is seeking council approval to find money in the 2021 budget to cover the costs.
- MOTION CARRIED
- Discussion occurred around Brock Township being officially recognized as the small mouth bass capital of the world. Ms. Chambers advised she would reach out to Uxbridge to determine how they became officially named the Trail Capital of the Canada.

Councillor Jubb advised there is a fishing tournament being planned for the summer, and this would be a great time to announce officially becoming the small mouth bass capital.

- There was discussion around elevating awareness of the Beaver River Wetland Trail, as a significant recreation corridor. Ms. Drake advised that signage needs to be improved. The Recreation and Leisure Coordinator advised that the Township is working with the Lake Simcoe Region Conservation Authority to install signage along the trail.
- Ms. Drake suggested the committee invite Ursula Kressibucher of the Sunflower farm to attend a BTAC meeting to speak about her business, how it was marketed, and how the committee can draw on her experiences to help boost tourism in the Township.
- Councillor Jubb advised there was wayfinding signage to be installed in the downtown cores. The Recreation and Leisure Coordinator advised that she would follow as to the status of the project.

3) Washroom Inventory

Ms. Drake advised she was impressed at the number of washroom facilities available throughout the Township.

There was discussion around lengthening the hours of availability for washrooms.

4) Parking Inventory

Councillor Doble advised that the walkway from the Beaverton Fire Hall to the Main Street could be improved to provide visitors easy access from parking to the downtown storefronts. She suggested partnering with Simcoe St. Market to beautify the walkway with lights.

5. Other Items & Inquiries

1) New Business

A) Brock Board of Trade Liaison

Moved by Claire Doble that the Brock Tourism Advisory Committee Terms of Reference be updated to indicate that the Brock Board of Trade representative be a member of the Brock Board of Trade Council of Directors, and that we name Sandra Bannon as our Brock Board of Trade Representative.

MOTION CARRIED

B) Tourism Ambassador Training Program

Ms. Chambers advised that Brock Board of Trade is available and interested in being part of the Ambassador Program.

Moved by Sandra Bannon that the Brock Tourism Advisory Committee participates in the Tourism Ambassador Program.

MOTION CARRIED

2) Next Meeting Date

May 12, 2021 at 7:00 p.m.

6. Adjournment

Moved by Harriet Drake, that the Committee adjourn at 8:38 p.m.

MOTION CARRIED