



Brock Tourism Advisory Committee

Date: Wednesday, May 12, 2021

Time: 7:00 p.m.

Location: Electronic Meeting via Microsoft Teams

Minutes – DRAFT

Present: Judi Forbes, George Ranich, Sandra Bannon, Ward 1 Councillor Mike Jubb, Jane Trollope, Rick Smith

Absent: Ward 2 Councillor Claire Doble, Harriet Drake, Kristyn Chambers, North Durham Tourism Specialist

Staff: Alicia Bagshaw, Recreation and Leisure Coordinator

1. Call to Order – 7:00 p.m.

Chair Forbes called the meeting to order at 7:02 p.m.

2. Hearing of Deputations - None

3. Approval of Minutes

- 1) April 14, 2021

Moved by George Ranich, that the minutes of the April 14, 2021 meeting of the Brock Tourism Advisory Committee be approved.

MOTION CARRIED

4. General Items

- 1) How do we move forward as a committee? What is our purpose, mission, goal?

Mr. Ranich advised that the committee should strive to raise awareness of the amenities and hidden jewels within the Township of Brock in order to drive tourism.

Councillor Jubb advised the Tourism Advisory Committee needs to connect with the Economic Development Committee to come together with a common goal, while not duplicating efforts. Councillor Jubb requested that staff reach out to the CAO to determine what would be required for hosting a co-meeting.

Ms. Trollope provided an overview of a few work plan items for Brock's Economic Development Advisory Committee as she also sits on that committee. The work plan includes a Shop Brock local program, Retail/Online development, Park Bench Program, Signage & Banners, Transit Awareness, Advocate Small business, and support tourism infrastructure.

Ms. Bannon advised the committee should work to collaborate and establish partnerships amongst local businesses. She advised the purpose is to have businesses to work together to draw people to Brock, for example, by creating a local Agri-Tourism tour that would showcase several local businesses.

Chair Forbes advised the overall purpose of the committee is to drive tourists to this area, by raising awareness, working together with BEDAC and Board of Trade, and working with other businesses to establish tourism initiatives in Brock.

2) Review Work Plan document, for any further thoughts, changes and leaders

The Recreation and Leisure Coordinator provided an overview of the items that are high priority for this committee.

Councillor Jubb advised the committee needs to develop recommendations for Council to consider and include in the 2022 budget.

The Recreation and Leisure Coordinator requested that the committee develop content to be posted on the Township's social media accounts for "Tourism Tuesdays". Councillor Jubb advised the committee should leverage this opportunity to highlight the initial 5 priorities the committee will be focusing on to engage the public.

Mr. Smith advised he would develop a survey to distribute to committee members to determine the key priorities for action. Chair Forbes advised the committee will determine priorities for action by June.

Moved by Mike Jubb that committee amend the order of the agenda to discuss the Wayfinding Update.

MOTION CARRIED

3) Wayfinding Update

The Recreation and Leisure Coordinator provided an update on the Wayfinding Signage. She advised that the Township has signage to be installed along the Beaver River Wetland Trail in cooperation with the Lake Simcoe Region Conservation Authority. The Downtown Wayfinding signage was a separate project and the signage was not purchased and the funding has run out. She has advised that staff will prepare a report to council to suggest the signage be included in the 2022 budget.

4) How do we use this document going forward? (Work Plan)

Chair Forbes advised the action items on the document will be assigned to committee members who have an interest, or a passion in the specific items mentioned. Highlights Include:

- Sandra Bannon to work on the Backroads of Brock, as well as volunteer with the Tourism Ambassador Program.
- Mike Jubb and George Ranich to work together on establishing Brock as the Small Mouth Bass Fishing Capital of the World.
- Rick Smith has experience with websites, and interest in linking tourist companies together.

- Judi Forbes will work on the washrooms concerns including cleanliness, updates, and hours of operation.

5) Update on Tourism Ambassador Program

Chair Forbes advised staff will be writing an report for Council regarding the program and the expected outcomes. She advised the next steps will be for the committee to determine the best date for the first session. It will be approximately 90 minutes in length and could be either daytime or evening.

5. Other Items & Inquiries

1) New Business

Shop Durham Region

Ms. Bannon enquired if staff could contact Ms. Chambers to determine who was involved in the collaboration for the Shop Durham Region project, as well as when the additional icons and destinations will be added for shopping. Ms. Bannon enquired if the merchandise will be available in storefronts for purchase. The Recreation and Leisure Coordinator advised she would contact Ms. Chambers for more details.

1) Next Meeting Date

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

6. Adjournment

Moved by Mike Jubb that the Committee adjourn at 8:19 p.m.

MOTION CARRIED