



Brock Tourism Advisory Committee

Date: Wednesday, June 09, 2021

Time: 7:00 p.m.

Location: Electronic Meeting via Microsoft Teams

Minutes – DRAFT

Present: Judi Forbes, George Ranich, Sandra Bannon, Rick Smith, Ward 2 Councillor Claire Doble

Absent: Ward 1 Councillor Mike Jubb, Harriet Drake, Jane Trollope

Staff: Alicia Bagshaw, Recreation and Leisure Coordinator, Kristyn Chambers, North Durham Tourism Specialist

1. Call to Order – 7:00 p.m.

Chair Forbes called the meeting to order at 7:15 p.m.

2. Hearing of Deputations - None

3. Approval of Minutes

- 1) May 12, 2021

Moved by Claire Doble, that the minutes of the May 12, 2021 meeting of the Brock Tourism Advisory Committee be approved.

MOTION CARRIED

4. General Items

- 1) Final Work Plan draft for Council

Mr. Smith advised the survey had been sent to the committee members to complete. He provided an overview of the survey.

The Recreation and Leisure Coordinator advised that the Final Work Plan needed to be approved before any action can be made on plan directives.

Moved by George Ranich that the Brock Tourism Advisory Committee approve the final Work Plan.

MOTION CARRIED

- 2) Brock Tourism Ambassador Program

Ms. Chambers advised that a report went to council regarding the TAP and it was approved.

The Recreation and Leisure Coordinator advised that a date has been set for the TAP Introduction for June 21 at 7:00 p.m.

The Recreation and Leisure Coordinator advises the TAP information will be included in the Brock Newsletter.

Ms. Chambers advised that the Tourism Ambassador Training Program will launch online at the end of June.

Ms. Chambers advised that events went well in Scugog and Uxbridge and shared an overview of the questions that were utilized for those events.

Ms. Chambers advised the panel discussion will require 3 panelists from a range of sectors, and that the committee should try to highlight someone from each of our 3 towns if possible. Suggested sectors to highlight included agriculture, retails, food and service and recreation.

Chair Forbes suggested including representatives from the Brock Board of Trade.

Ms. Chambers advised she would send out the teams link and a proper agenda. She advised committee members to keep an eye on their emails to agree on panelists.

3) Tourism Tuesday Messaging

The Recreation and Leisure Coordinator advised the group of what they would like to see in Tourism Tuesday messaging.

Mr. Smith advised profiling the natural things in Brock, wetlands and trails. He advised that once events start, the messaging could focus on different events. Mr. Smith advised focusing on business locations, and including different projects the committee is working on.

4) Tourism Website Update

Ms. Chambers advised the Township does not have budget for a website at this time, but it is something they would like to put in budget for 2022. Kristyn advised she is looking into other funding opportunities to see if they are accessible for a temporary website.

Ms. Chambers advised she would like to set up a meeting with the Ingrid and Alicia to explore the opportunities of a temporary web page.

Ms. Chambers advised that Central Counties would help with photography and blogs for the temporary web page.

Ms. Chambers advised that she will draft a report to go to Council with regards to a temporary site.

5. Other Items & Inquiries

1) New Business

2) Next Meeting Date

September 8, 2021 at 7:00 p.m.

6. Adjournment

Moved by Claire Doble that the Committee adjourn at 8:17 p.m.

MOTION CARRIED