



TOURISM ADVISORY COMMITTEE AGENDA

Date: Thursday, January 9, 2020, 2:00 p.m.
Location: Esqueving Room - Halton Hills Town Hall
1 Halton Hills Drive

1. **CALL TO ORDER**
 - a. **Introductions**
 - b. **Code of Conduct for Local Boards, Municipal Conflict of Interest Act and AODA (Accessibility for Ontarians with Disabilities Act)**
2. **DISCLOSURE OF PECUNIARY/CONFLICT OF INTEREST**
3. **RECEIPT OF PREVIOUS MINUTES**
 - a. **Minutes of the Tourism Advisory Committee Meeting held on October 10, 2019.**
4. **SCHEDULED ITEMS FOR DISCUSSION**
 - a. **Update on Consultants Report - Tourism Strategy**
 - a. **Update and Input on Tourism Strategy**
 - b. **Update and Input on Tourism Website Project**
 - b. **Marketing Strategy and Direction**
 - a. **Key Messaging**
 - b. **Our products/experiences/themes**
 - a. **Agri-Tourism**
 - b. **Arts and Culture**
 - c. **Culinary Tourism**
 - d. **Festivals and Events**
 - e. **Retail**

f. Sports and Recreation

g. Other ?

c. Marketing Materials - Tourism Brochure

a. Type

b. Look and Feel

5. SUB-COMMITTEES AND WORKING GROUPS

NIL

6. CLOSED SESSION

NIL

7. ITEMS TO BE SCHEDULED FOR NEXT MEETING

a. Product Promotion

8. ADJOURNMENT

Next Scheduled Meeting - April 9, 2020