



## **MINUTES OF THE TOURISM ADVISORY COMMITTEE**

Minutes of the Tourism Advisory Committee meeting held on Thursday January 9, 2020 at 2:00 p.m. in the Esquensing Room at Town Hall, 1 Halton Hills Drive, Halton Hills, ON.

**Members Present:** Councillor A. Lawlor, Chair, L. Bengtson, C. Bower, K. Gastle, G. Coman, P. Rowe, C. Thibeault, A. Sykes, S. Mazhari

**Regrets:** L. Adams

**Staff Present:** A. Graham, Economic Development and Tourism Coordinator; D. Szybalski, Director of Economic Development, Innovation and Culture; R. Brown, Committee Clerk

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### **1. CALL TO ORDER**

Councillor A. Lawlor, Chair called the meeting to order at 2:03 p.m.

#### **1.a Introductions**

The committee members introduced themselves and stated their experience and interest in Tourism.

#### **1.b Code of Conduct for Local Boards, Municipal Conflict of Interest Act and AODA (Accessibility for Ontarians with Disabilities Act)**

R. Brown, Committee Clerk provided a brief overview of the Code of Conduct for Local Boards and Committees, the Municipal Conflict of Interest Act and the Accessibility for Ontarians with Disabilities Act (AODA) for committee members.

### **2. DISCLOSURE OF PECUNIARY/CONFLICT OF INTEREST**

There were no declarations of pecuniary or conflict of interest.

### **3. RECEIPT OF PREVIOUS MINUTES**

Recommendation No. TAC-2020-0001

THAT the Minutes of the Tourism Advisory Committee Meeting held on October 10, 2019 be received.

CARRIED

### **4. SCHEDULED ITEMS FOR DISCUSSION**

#### **4.a Update on Consultants Report - Tourism Strategy**

##### **1. Update and Input on Tourism Strategy**

A. Graham updated the committee on the status of the Tourism Strategy. The strategy is currently at Phase 4 with an anticipated completion date of April 2020. A Graham reviewed the SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis provided by the consultants, with the committee and requested input.

##### **2. Update and Input on Tourism Website Project**

A. Graham updated the committee on the status of the Tourism Website Project. Development of the sitemap layout took place November-January, with approval of the final sitemap layout, development of page content and gathering of high quality imagery to take place January – March. Final touches to be approved March-April and the site will go live May 2020.

#### **4.b Marketing Strategy and Direction**

##### **1. Key Messaging**

A. Graham and A. Lawlor led the group in an exercise to create tag lines and catch phrases that highlight the various tourism categories (listed in 4.b.2). The committee wrote down their 'tag lines' and ideas on chart paper that will be taken back to the consultants for review and potential inclusion in the Marketing Strategy.

##### **2. Our products/experiences/themes (Tourism Categories)**

- 1. Agri-Tourism**
- 2. Arts and Culture**
- 3. Culinary Tourism**
- 4. Festivals and Events**
- 5. Retail**

- 6. Sports and Recreation**
- 7. Other**

#### **4.c Marketing Materials - Tourism Brochure**

A Graham provided the committee with samples of existing marketing materials that the Town of Halton Hills currently has for Tourism, including a fold out brochure with map. A. Graham requested committee input on the existing materials and potential future materials, asking the committee to think about what the look and the feel of the marketing material should be. This item will be added to the agenda for the April 9 committee meeting for further discussion.

### **5. SUB-COMMITTEES AND WORKING GROUPS**

#### **Updates and Local Events**

P. Rowe advised the committee that Heritage Acton, as part of its funding and Asset Management Strategy are starting an annual event called Hometown Heritage Days in Acton. This will be a three day event that will occur in mid to late October, it will include a Golf Tournament, a Dinner and Dance and a youth event at the Acton Town Hall.

P. Rowe also advised that Heritage Acton will be starting another annual event called Hometown Heritage Month that will take place in February.

G. Coman advised the committee that the Halton Hills Camera Club will be hosting its annual photo contest in February with the awards night on March 5 at the Helson Gallery. The winning photos will be displayed at the Cultural Centre for the month of March.

### **6. CLOSED SESSION**

NIL

### **7. ITEMS TO BE SCHEDULED FOR NEXT MEETING**

- **Marketing Materials - Tourism Brochure**
- **Product Promotion**
- **Updates and Local Events (added as a regular agenda item)**

**8. ADJOURNMENT**

The meeting adjourned at 4:08 p.m.