



**MINUTES OF THE
TOURISM ADVISORY COMMITTEE MEETING
FEBRUARY 18, 2021**

Minutes of the Tourism Advisory Committee meeting held on Thursday,
February 18, 2021 at 2:04 p.m. Via Zoom

MEMBERS PRESENT: Councillor A. Lawlor, Chair, C. Bower, K. Gastle, M. Frazer,
G. Corman, C. Thibeault (left at 4:00 p.m.), S. Mazhari

REGRETS: L. Bengtson, P. Rowe

STAFF PRESENT: A. Graham, Economic Development and Tourism Officer;
E. Kaiser, Senior Economic Development Officer;
R. Brown, Deputy Clerk

1. CALL TO ORDER

Councillor A. Lawlor, Chair called the meeting to order at 2:04 p.m.

1.a Introduction and Updates

Councillor A. Lawlor led the committee in an introduction and update session so that all of the committee members could re-introduce themselves and provide some updates on what is going on in their areas of expertise with respect to projects and the effects felt by COVID.

The committee discussed some of the challenges with re-opening in terms of safety, the need for clear communication from all levels of government, and the bleak outlook for tourism domestically.

Councillor A. Lawlor noted that there will be a need to provide incentives and to welcome people back to Halton Hills when the time is right.

2. DISCLOSURE OF PECUNIARY/CONFLICT OF INTEREST

There were no disclosures of pecuniary/conflict of interest.

3. STRATEGY AND DIRECTION

3.a Setting Priorities for 2021

The committee split up into two breakout rooms to discuss setting priorities for 2021. The two groups were assigned different goals to review and tasked with filling out a chart noting the level of priority, who is responsible for the priority and any financial impact.

The groups submitted their input back to A. Graham and A. Graham asked the groups to send their input to her on any priority that were not covered by the group during the breakout session.

3.b Action Items

While still in the two breakout rooms the committee discussed action items related to the 2021 priorities.

The groups submitted their input back to A. Graham and A. Graham asked the groups to send their input to her on any actions that were not covered by the group during the breakout session.

4. COMMUNITY IMPROVEMENT PLAN UPDATE

4.a Consultant Presentation and Engagement

E. Kaiser, Senior Economic Development Officer provided opening remarks and introduced Jon Hack and Lindsay Cudmore from Sierra Planning, the consultants working on the Town of Halton Hills Community Improvement Plan (CIP) update.

J. Hack and L. Cudmore led the committee through an exercise to discuss the CIP program as it relates to Tourism.

J. Hack and L. Cudmore asked the following questions to get the committees input to assist in their work:

1. What is needed in Halton Hills to attract tourism?
2. What kinds of improvements to privately-owned buildings and properties including heritage buildings are needed to attract tourism in Halton Hills?
3. How can public realm properties, amenities and infrastructure be improved to attract more tourism?

4. What additional tourism opportunities can be cultivated in the Downtowns of Georgetown and Acton?
5. What additional tourism opportunities can be cultivated in rural and/or agricultural areas?

The consultants will compile the responses, comments and suggestions from the committee to help formulate the CIP update.

5. ITEMS TO BE SCHEDULED FOR NEXT OR FUTURE MEETING(S)

NIL

6. ADJOURNMENT

The meeting adjourned at 4:36 p.m.