



**TOURISM ADVISORY COMMITTEE
MINUTES
OCTOBER 10, 2019**

Minutes of the Halton Hills Tourism Advisory Committee held on 10th day of October 2019, at 2:00 p.m., in the Public Works Board Room – R.C Austin Operations Centre - 11620 Trafalgar Rd.

MEMBERS PRESENT: Councillor A. Lawlor, Chair; G. Coman, L. Bengston, C. Bower, K. Gastle, P. Rowe (left at 3:23 p.m.), C. Thibeault, A. Sykes, L. Adams, S. Mazhari

STAFF PRESENT: D. Szybalski, Director of Economic Development, Tourism and Culture;
A. Graham, Economic Development and Tourism Coordinator;
R. Brown, Committee Clerk

1 General

A Disclosure of Conflict of Interest

NIL

B Introduction to the Committee

Councillor A. Lawlor, Chair opened the meeting by welcoming everyone and thanking them for volunteering.

C Introductions

Councillor A. Lawlor, Chair led the committee in a getting to know you exercise that led to committee members introducing each other to the committee.

2 For Information, Announcements and Upcoming Event

A Overview of initial Tourism Strategy findings

A. Graham provided the committee with an overview of the Initial Tourism Strategy Findings.

B Tourism Strategy Focus Group Exercise

A. Graham led the Committee in an exercise on behalf of the consultants, Mellour Murray Consulting to respond to three questions:

1. Who are the key target markets in Halton Hills and are they being reached?
2. What are the greatest opportunities to increase visitation to Halton Hills and keep tourists in Town overnight?
3. In your opinion, what are the top priorities to consider for the Halton Hills Tourism Strategy?

The committee brainstormed and provided A. Graham with various suggestions for response to these questions. A. Graham to communicate back the information to the consultants.

3 For Committee Review and Comment

A visithaltonhills.ca website

A. Graham advised that the Town of Halton Hills is looking to refresh the tourism website and she asked the committee to assist, by reviewing the visithaltonhills.ca website and providing feedback. Any feedback is to be provided back to A. Graham.

A. Graham invited members of the committee to attend a Tourism Website Meeting at the end of November to provide further input. A. Graham to advise members once the date has been confirmed.

B Tourism brochure

A. Graham provided the committee with samples of existing and old Tourism Brochures and asked for feedback or ideas for future brochures.

4 Items for Next or Future Agenda(s)

A Marketing materials

B Code of Conduct for Local Boards, AODA and Disclosure of Interest Forms (R. Brown to go over with the Committee)

5 Adjournment

Meeting adjourned at 3:35 p.m.

6 Next Scheduled Meeting – January 9, 2020