



**The Corporation of the Township of Brock
Tourism Advisory Committee Minutes**

**October 15, 2024
Virtual Meeting**

1. Meeting Link

The Brock Tourism Advisory Committee will meet virtually. Meetings are open to members of the public and those who want to attend can contact clerks@brock.ca to receive the link to the meeting.

2. Call to Order / Roll Call

Chair McCollum called the meeting to order at 10:10 a.m. and confirmed the following committee members and staff were present:

Members:

Martha McCollum, Ted Foster, Nima Salehi, and Peter Frank

Staff:

Tamra Kaiser, Communications & Tourism Coordinator, Deena Hunt, Clerk's Assistant, Kristyn Chambers, North Durham Tourism Specialist

Regrets: Ursula Kressibucher, Alison Bennie

2.1 Appoint Interim Chair

In the absence of Chair Ranich, an Interim Chair and Interim Vice Chair be appointed for this and future meetings.

Moved by Nima Salehi

Be it Resolved that Martha McCollum be appointed as interim Chair for BTAC; and
That Ted Foster be appointed as interim Vice Chair for BTAC.

Carried

3. Disclosure of Pecuniary Interest and Nature Thereof

None.

4. Delegations

None.

5. Confirmation of Minutes

Moved by Ted Foster

Be It Resolved that the BTAC minutes of September 17, 2024 be received.

Carried

5.1 BTAC - September 17, 2024

6. General Items

6.1 Durham Region Tourism Update

Kristyn Chambers provided the following updates:

- current campaign is Gather At the Farm - a digital online campaign to promote Agri-Tourism (<https://www.durham.ca/en/tourism/gather-at-the-farm.aspx>)
- to meet with Nima to discuss bike rack programming for Brock businesses with financial assistance from Durham Region
 - approach Council to purchase bike repair kits for businesses registered as Ontario By Bike
- 'Rural Routes' campaign (September)
 - an influencer tour
 - 13 blogs written
 - a new web page created with 200,000 impressions
- upcoming Building Business Forum - October 22, 2024 at Mississauga's of Scugog Island First Nations Hall

- upcoming North Durham Music Industry Forum - November 27, 2024 at Second Wedge in Uxbridge
 - building a music strategy (with facilities, artists, cultural facilities) and want feedback from North and South Durham
- Invest Durham Team created new Brock Community Profile Page on the Regional Website to provide information for investment inquiries (<https://www.durham.ca/en/economic-development/invest-and-grow/township-of-brock.aspx>)

Committee provided enquiries:

- only one Brock business - Buzzing Bees - on Gather at the Farm Campaign

Kristyn advised that Committee could provide information on Brock Businesses with events planned for October and the campaign page would be updated.

6.2 Review Year End Presentation to Committee of the Whole - November 18, 2024, 3:00 p.m.

Martha McCollum and Nima Salehi working on the presentation for November 18 Committee of the Whole meeting

- Nima provided an updated draft presentation
- Martha advised that slides will be added with respect to Durham Tourism and items from the BTAC workplan
- Kristyn offered graphics and pictures for the presentation
- Tamra to provide accomplishments of BTAC
- Martha inquired whether the BTAC workplan should have changes to it
- Deena advised that requesting funds for bike repair kits requires a resolution of BTAC - committee to prepare a quote for Council review

6.3 2025 Schedule - consideration of meeting dates

Committee members agree with 8 meetings for 2025, 1 hour in length, and the schedule to be prepared by staff and presented for adoption at the November 12 BTAC meeting.

6.4 BTAC Workplan

7. Other Items & Inquiries

7.1 Other Matters

None.

7.2 Next Meeting - last for 2024: November 12, 2024

8. Adjournment

Moved by Nima Salehi

Be it Resolved that the meeting of BTAC adjourn at 10:29 a.m.

Carried