



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

**November 12, 2024
Virtual Meeting**

1. Meeting Link

2. Call to Order / Roll Call

Chair McCollum called the meeting to order at 10:00 a.m. and confirmed quorum with the following committee members:

Members:

Martha McCollum, Alison Bennie, Ted Foster, Nima Salehi, Ursula Kressibucher, George Ranich, and Peter Frank (Council liaison)

Staff in Attendance:

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

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 from October 15, 2024 be adopted.

Carried

5.1 BTAC - October 15, 2024

6. General Items

6.1 Durham Region Tourism Update

Kristyn Chambers provided the following update:

- Brock Tourism Networking event at the Manilla Hall, November 5 had a great turnout
- Durham Tourism to purchase bike safety kits and use them as an incentive for businesses to join Ontario by Bike
- Rural Routes final presentation will be forthcoming
- advertising Rural Routes - working on the webpage, and translating it into Mandarin to share in west Toronto
- Shop in Durham campaign includes Brock businesses

6.2 Review and Finalize Year End Presentation and Report to Committee of the Whole (November 18, 2024)

The committee reviewed the presentation and discussed the following:

- pricing and locations for bike repair kits
- the possibility of bike repair stations in downtowns
- bike racks to be provided by Durham Tourism
- Lake Simcoe Region Conservation Authority installed bike station on the Beaver River Trail (Blackwater)
- add overnight accommodation to the workplan - together with overnight parking
- Harvest Hosts
- request funds for marketing various points on the workplan, add additional \$5,000 to Tourism funds
- apply for Central Counties partnership funds for specific projects

Moved by Nima Salehi

Be it Resolved that BTAC approves the Year End Report to Council, including the removal of Tourism Ambassador Program from the Work Plan; and

That the workplan be amended to include overnight accommodation together with the overnight parking; and

That Council allocate an additional \$5,000 in the 2025 BTAC budget for a total of \$10,000, for marketing and promotion of BTAC initiatives; and

That BTAC requests the installation of bike repair stations in Cannington and Sunderland, in consultation with the Director of Parks, Recreation and Facilities, drawing funds from the BTAC budget.

Carried

6.3 2025 Meeting Schedule

Moved by Nima Salehi

That the proposed 2025 meeting dates for BTAC be approved.

Carried

7. Other Items & Inquiries

7.1 Other Matters

Ted Foster provided the following comments:

- Bass Capital and cycling are well implemented
- focus on other tourism initiatives for Brock - heritage, Culture Days etc
- start now on the summer season, things in the 3 downtowns
- promote existing assets (marketing)
- spend a night in Brock, 2025 BTAC challenge - how to get visitors to slow down and experience Brock

7.2 Next Meeting - Tuesday January 7, 2025 at 10:00 a.m.

8. Adjournment

Be it Resolved that the meeting of BTAC adjourn at 11:03 a.m.

Moved by Ted Foster

Carried