



## **The Corporation of the Township of Brock**

### **Tourism Advisory Committee Minutes**

**February 11, 2025**

**Virtual Meeting**

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#### **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](mailto:clerks@brock.ca) to receive the link to the meeting.

#### **2. Call to Order / Roll Call - 10:00 a.m.**

Chair McCollum called the meeting to order at 10:05 a.m. and confirmed the following committee members and staff were present:

##### **Members:**

Martha McCollum, Ursula Kressibucher, Ted Foster, George Ranich, Peter Frank (Council liaison)

##### **Staff:**

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

**Regrets:** Alison Bennie, Nima Salehi

#### **3. Disclosure of Pecuniary Interest and Nature Thereof**

None.

#### **4. Confirmation of Minutes**

Moved by Ted Foster

Be it Resolved that the minutes of BTAC January 7, 2025 meeting be adopted.

Carried

4.1 BTAC - January 7, 2025

#### **5. Delegations**

None.

## **6. General Items**

### **6.1 Durham Region Tourism Update**

Kristyn Chambers provided the following information:

- Central Counties Tourism - funding assistance for businesses
  - the portal is open for first intake, 4 intakes in 2025
  - funds available for small businesses for marketing and promotion
- Kristyn and Tamra to meet with Lisa John-Mackenzie of Central Counties Tourism, for funding for Brock
- businesses will work with field manager, Lisa John-Mackenzie
- upcoming North Durham Film Tourism Networking Forum - March 25, 2025 - Uxbridge Historical Centre - 4:00 p.m. to 6:00 p.m.
  - invitation to follow for businesses and stakeholders interested in being part of film tourism
  - Film Durham will be onsite
- to attend the Brock Board of Trade AGM this evening - will advise them of the Ontario by Bike program
- working on 'cycling' wayfinding signage strategy for rural routes with their consultant
  - points of interest - downtown, historical centres, arenas, and major parks

### **6.2 Central Counties Tourism Symposium Update**

Committee members to update

Tamra, Martha, and Kristyn provided the following information with respect to the Central Counties Tourism Symposium on February 10, 2025:

- information provided on search engine optimization
- Doug Stevenson, Bay of Quinte, spoke on the creation of The Bay of Quinte Discovery Guidebook
  - available at Bay of Quinte.ca

- incorporates multiple municipalities in the area
- Uxbridge tourism staff shared an interest in co-creating a similar guidebook - North Durham version
- Durham Region is hosting this symposium next year, at the Abilities Centre in Whitby
- 'unique partnership' - a community kitchen held an event incorporating cooking and a dance lesson

### 6.3 Committee - Discuss Work Plan

Ted provided the following input:

- improve promotion of Brock, incorporating a theme of 'staycation'
- members to provide Ted with reasons why people come to Brock
- this would update the asset list that is on the work plan
- get a North Durham perspective and entice people from outside Brock to visit
- possible CCT funding to advertise in the Globe and Mail

Tamra requested more photos from Brock businesses/organizations to upload to the Tourism website.

Deena advised that BTAC has \$5,000 budget.

Martha inquired about influencers/marketers blogs.

Kristyn advised that BTAC should determine the main assets in Brock for promoting;

- then approach CCT for assistance, she and Tamra would lead this
- influencers can be expensive

Tamra advised that she would bring forward a request to BTAC for funds for some signage.

Ursula advised that pricing for Instagram Explore Ontario can start at \$2,500 per reel.

Ted reviewed a previous campaign held at the CNE to promote Brock.

- volunteer base

- CNE provided the booth and free passes
- Council members invited to be included in the parade

George advised that the Recreation Guide reaches only local residents.

Martha advised that she could put Recreation Guides at her booth during the Sunderland Maple Syrup Festival.

Tamra provided clarification about the advertising within the Brock Parks and Recreation Guide, which is also available on the Township's website. She noted that it is suitable for recreation programs versus tourism.

## **7. Other Items & Inquiries**

### **7.1 Other Matters**

None.

### **7.2 Next Meeting - April 8, 2025 10:00 a.m.**

## **8. Adjournment**

Moved by: Ursula Kressibucher

Be it Resolved that the meeting of BTAC adjourn at 10:36 a.m..

Carried