



The Corporation of the Township of Brock  
Tourism Advisory Committee Agenda

Tuesday, May 6, 2025, 10:00 a.m.  
Virtual Meeting

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Pages

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**
3. **Disclosure of Pecuniary Interest and Nature Thereof**
4. **Confirmation of Minutes**  
**Recommendation:**  
Moved by \_\_\_\_\_  
  
Be it Resolved That the BTAC minutes from their meeting held on April 15, 2025 be approved.  
4.1 BTAC - April 15, 2025 3
5. **Delegations**
6. **General Items**
  - 6.1 Durham Region Tourism Update
    - i. Durham Region cycling wayfinding signage strategy for rural routes
  - 6.2 BTAC Workplan 7
    - 6.2.1 Reasons to Visit Brock - as requested by Ted Foster  
This would address the Workplan item dealing with tourism assets and feed into the Plan Your Trip Tool.
    - 6.2.2 Blog Ideas for Summer in Brock  
This would address Workplan item dealing with drafting marketing campaigns, seasonal areas of interest, etc.
7. **Other Items & Inquiries**
  - 7.1 Other Matters

7.2 Next Meeting - June 17, 2025 10:00 a.m.

**8. Adjournment**



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

**April 15, 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**

Chair McCollum called the meeting to order at 10:03 a.m. and confirmed the following committee members and staff were present:

**Members:**

Martha McCollum, Ursula Kressibucher, Alison Bennie, Ted Foster, Nima Salehi, George Ranich, Peter Frank

**Staff:**

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

**Regrets:** none

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

**4. Confirmation of Minutes**

Moved by George Ranich

Be it Resolved That the minutes from BTAC meeting held on February 11, 2025 be approved.

**CARRIED**

4.1 BTAC - February 11, 2025

**5. Delegations**

**6. General Items**

6.1 Brock Visitor Growth Plan (previously - Community Tourism Plan) - Report 2025-GG-004 Brock Visitor Growth Plan and Recruit Steering Committee

Communications & Tourism Coordinator, Tamra Kaiser

Tamra Kaiser provided an overview of the Brock Visitor Growth Plan process which included:

- BTAC members are invited to join the steering committee
- 4 meetings are scheduled (April, May, June, September) for the steering committee to review asset mapping, and various analysis
  - each meeting to be 4 hours in length, in person, and held in Council Chambers
- homework will be assigned
- Draft Plan to Council in October

6.2 Beaverton Harbour Sign - input on design and funding

Communications & Tourism Coordinator, Tamra Kaiser

Tamra Kaiser provided information on the new Beaverton Harbour Sign design which included:

- a local graphic artist has prepared 2 options (screen shared)
- incorporating "Smallmouth Bass Capital"
- requesting BTAC input on the designs and use of BTAC budgeted funds
  - concept one - oval
  - concept two - rectangular

- 84 inch sign could be \$1,700 of BTAC funds including installation
- a future report to Council which will provide BTAC's resolution
- banners will be created for all 3 downtowns

Committee members discussed and deliberated the 2 choices, reviewing the size of the sign, the font size, colours and the placement of the text within the design.

Councillor Frank advised that the requested funds should be increased to reflect the changes suggested by members.

Staff advised that the final sign design would be presented to Council in May.

Moved by George Ranich

Be it Resolved That the Brock Tourism Advisory Committee requests Council endorsement of the use of BTAC's budgeted funding for the new Beaverton Harbour sign with an upset limit of \$2,000 which will include installation; and

That Council endorse BTAC's choice of Option One for the sign.

**CARRIED**

6.3 Durham Region Tourism Update - Kristyn Chambers (joined at 10:30 a.m.)

Kristyn Chambers, North Durham Tourism Specialist provided information which included:

- working with Fernando Lamanna, Clerk, regarding Docs for Durham, creating a tour
- met with Nima Salehi and Brock Community Health Centre regarding a cycling event
- working with North Durham Historical Societies to assist in their promotion
- partnership with Central Counties Tourism to promote North Durham Culture Days
- presenting at the Mayors Networking event April 16

- attending Culture Days meeting tomorrow with Tamra Kaiser

6.4 BTAC Work plan review

Tamra Kaiser requested blog ideas for Spring.

**7. Other Items & Inquiries**

7.1 Other Matters - Ted Foster, Why to Visit Brock

Ted Foster requested member opinions for reasons why people would visit Brock.

- completed a survey with the historical societies
- need this committee's input
- need more broadminded ideas about visiting Brock, not just special events

7.2 Next Meeting - May 6, 2025 10:00 a.m.

**8. Adjournment**

BE IT RESOLVED that the meeting of BTAC adjourn at TIME.

Moved by:

CARRIED

Moved by Alison Bennie

Be it Resolved That BTAC adjourn the meeting at 10:47 a.m.

**CARRIED**

Dec 18/24 Council adopted Nov 18/24 Committee of the Whole resolution COW-2024-205 which requested \$5k carry forward, the removal of Tourism Ambassador program, and the addition of overnight accomodation review to BTAC workplan

Brock Tourism Advisory Committee Initiatives	Deliverable	Reference Document	Description	Priority	Committee Actions to Achieve Initiative	Proposed Budget Allocation	Assigned to	Timeline / Due Date
1. Public Education Campaign	Improve Stakeholder coordination and impact of marketing efforts through published editorial and social media calendars (sharing marketing methods and channels with tourism stakeholders)	Community Tourism Plan - Central Counties - 2019 (being redone, 2025)	to ensure that Brock businesses know when and how to take advantage of marketing and communications opportunities such as uploading their events to online calendars through Central Counties Tourism, submitting event information to the municipality for inclusion on digital signage, rec guide etc. (In coordination with Durham Tourism and Central Counties Tourism)		Social Media calendar - staff - complete Instagram and Facebook account for Tourism - completed December 2023		Communications Coordinator	staff updating calendar on an ongoing basis
					BTAC members to encourage tourism stakeholders to sign up for 1. Central Counties Tourism Newsletter to receive information on published editorial group by opportunity and upload events to event calendar. 2. Durham Tourism Industry Report to receive a monthly business e-newsletter		committee members	June 11/24 - Kristyn to email graphics to Martha for BBOT's use
					BTAC members are encouraged to share social media posts from social media accounts and share content with staff on upcoming events.		committee members	
					Durham Region proposing a revamp of the 2019 Community Tourism Plan in coordination with Central Counties Tourism and a Steering Committee consisting of members from different sectors. <b>'Brock Visitor Growth Plan' draft will be reviewed by BTAC prior to presentation to Council - late October</b>		Kristyn Chambers, CCT, and Tamra Kaiser	<b>Jan 7/25</b> - KC advised Region will fund the revamp (need 4 meetings in 2025) TK to work with KC on TofR. <b>Mar 10/25</b> Council approved Report 2025-GG-004, <b>Brock Visitor Growth Plan</b> and assigning a steering committee. TK coordinating steering committee. <b>Apr 15/25</b> TK invited BTAC members to join steering committee
					Committee to research speakers and workshops that would be valuable to local businesses and events	Provide tourism workshops and education opportunities for businesses	Community Tourism Plan - Central Counties - 2019	Host workshops to assist local businesses with topics that would be beneficial for the businesses
BTAC to create an event plan - who is the guest speaker, where is it held, what are the costs, who is invited, date, time etc.		committee members	Sept 17, 2024 - Nima proposes an Ontario By Bike Campaign, door to door visits to businesses - Township in collaboration with BBOT					
bring proposed event plan to Council for approval, including request to use budget dollars		committee and staff						
with Council approval, host the event in coordination with staff		committee and staff						
		Central Counties hosted Tourism Event	Sep 17, 2024 - Tamra advised - a Tourism Networking event to be held in Brock Nov 5, 2024 - Tourism networking event, Manilla hall					
	Update the compiled inventory of existing tourism assets in Brock Township (see Brock Businesses spreadsheet)	Community Tourism Plan - Central Counties - 2019 (being updated 2025)	why this is beneficial, where it is published, does this feed into the Plan Your Trip Tool etc.		1) BTAC members to provide updated/new specific information about the tourism assets (name of asset, location, hours of operation, contact information etc.) to Communications & Tourism Coordinator		committee	May 7/24 - tab for 'events and festivals'? June 11/24 - committee verified that the business listing has been reviewed Sep 17/24 - discussion of potential new businesses <b>Feb 11/25</b> - Ted - request input to compile a list of reasons for Brock 'staycation' Kristyn - BTAC to determine Brock's main assets <b>Apr 15/25</b> Ted requested ideas for reasons to visit Brock
					2) Communications & Tourism Coordinator to update the list and publish to the ChooseBrock website.		staff	June 11/24 -Tamra reformatting the tourism website with Central Counties (to be larger than just a business listing) approximately ready in Dec 2024

Dec 18/24 Council adopted Nov 18/24 Committee of the Whole resolution COW-2024-205 which requested \$5k carry forward, the removal of Tourism Ambassador program, and the addition of overnight accomodation review to BTAC workplan

Brock Tourism Advisory Committee Initiatives	Deliverable	Reference Document	Description	Priority	Committee Actions to Achieve Initiative	Proposed Budget Allocation	Assigned to	Timeline / Due Date
2. ChooseBrock.ca content creation					3) Committee to continually review the Tourism assets and identify any gaps for Council, of municipal services, in annual reports for budget consideration		committee to determine any gaps in municipal services	
	Preserve and celebrate individual community identities within the Brock Breathe It In brand - brainstorm ideas for Tourism Blog Posts	Community Tourism Plan - Central Counties - 2019	Committee to observe and gather information on local events, activities and businesses that could be featured on the ChooseBrock.ca blog. Example: North Durham Pride Beach Day.		1) BTAC to come up with stories that can be shared on the ChooseBrock website blog - highlighting the towns and their identities		committee	Jan 7/25 - Tamra advised she would email request for content monthly from BTAC
					2) Communications / Tourism Coordinator to write blogs and share on website		staff	May 7/24 - committee to create a content calendar highlighting nationally recognized days that can promote tourism stakeholders June 11/24 - committee received a link to Social Media Holidays which highlights national days Feb 11/25 - Tamra - requested photos from Brock businesses and organization to promote tourism
	3) BTAC To share these posts with their network							

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Brock Tourism Advisory Committee Initiatives	Deliverable	Reference Document	Description	Priority	Committee Actions to Achieve Initiative	Proposed Budget Allocation	Assigned to	Timeline / Due Date
3. Assist with drafting Marketing Campaigns (seasonal, areas of interest, local events)	Provide feedback on activities throughout the year and points of interest in the Township. Information to be used by the Communications Coordinator	Community Tourism Plan - Central Counties - 2019	Example: marketing Brock as a Four Seasons Tourist Destination. Could include items such as: 1.Summer Canada Day Celebrations, Beaverton Harbour, Beach, shopping, Fishing, Fishing Tournaments, Cottagers On Route to Muskoka (quick dining options, local diner gems), farmers markets, Trails, Golf  2.Fall Agritourism, Cannington Haunted attraction, Corn mazes, fall leaves/trails, real estate, unique shopping, fall fairs, Golf  3.Winter Ice Fishing, Christmas market, trails, cross country skiing, shopping, snow shoeing  4.Spring Maple Syrup festival, trails, Golf		1) Committee to provide event and tourism information to Communications Coordinator (dates, locations, contact information, website etc.)			May 7/24 - Nima - review events for website Alison - provide content for Pride event July 2024 Martha - share research on marketing options Kristyn - provide a summer plan for a hired influencer (funded by the Region) Kristyn - forward 2023 envionics data to Tamra for sharing with committee June 11/24 - Kristyn advised an influencer visited 5 businesses in Beaverton, another influencer to visit the trails Nov 12/24 - Ted suggested focus on summer tourism <b>Apr 15/25</b> Tamra requested blog ideas for spring
					2) Committee to provide Communications Coordinator with any pictures they take of Tourist assets and events to be used in marketing materials. Pictures shall not include individuals unless a consent form is signed and provided to the township for Photo Release.			May 7/24 - Kristyn to share link to Central Counties photo 'shot list', committee to advise CCT of gaps in inventory June 11/24 - Nima to provide content and photos for paddling; committee to review CC photo shot and advise on photo gaps
			agri-tourism	LOW	1) Committee to contact local Agri-tourism business in Brock and gather information and events for a new webpage dedicated to Agri-tourism that was requested from Council in 2024		committee members and Communications Coordinator	waiting on zoning bylaw amendment?
			art		1) Committee to contact art and culture groups such as Brock Arts & Culture and Culture Days to gather information on upcoming events and initiatives and provide Communications Coordinator with information and ideas on building out an arts and Culture space on Choosebrock.ca		All committee members	Culture Days runs mid Sept to mid October  June 11/24 - Kristyn and Tamra met with members and historical societies to build up Culture Days Events in Brock; KC to provide a map of art/culture locations in Brock Apr 15/25 Kristyn advised she and TK meeting about culture days
			waterfront(fishing, boating, swimming etc.)		1) Committee to research other tourism websites for municipalities that have lake tourism to gather information and ideas on how to further promote Brock as the Smallmouth Bass Fishing Capital of Canada. Committee to provide Communications Coordinator with information and ideas on building out a waterfront tourism space on Choosebrock.ca		1 or 2 committee members and Communications Coordinator	
			Sport (cycling, hockey, soccer, lawn bowling, curling - example "between the periods" for hockey tournament)		1) Committee to compile list of sporting events and types of recreation that occur within the municipality. Cross reference that list with where those sports take place (ie fields, arenas, cannington lawn bowling etc.) Committee to draft itineraries throughout the months that would correspond with visiting sports teams schedules. Give to communications coordnator for use as a marketing tool and to be put onto the choosebrock website.			
	Committee to review Township of Brock Tourism Plans and Initiatives	Community Tourism Plan - Central Counties - 2019, Business Retention and Expansion Report (BR+E); and the Community Tourism Plan - 2018	Review of the documents to provide insight to Council and other tourism stakeholders on best practices and areas for improvement					

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Brock Tourism Advisory Committee Initiatives	Deliverable	Reference Document	Description	Priority	Committee Actions to Achieve Initiative	Proposed Budget Allocation	Assigned to	Timeline / Due Date
4. Tourism Plan(s) and Best Practices Review and Feedback	Committee to review Regional Tourism Plans and Initiatives		ensure that the municipality is in line and engagement with Durham Tourism plans					June 11/24 - Jacquie Severs presentation - new Durham Tourism Strategic Action Plan
	Eco Tourism and Cycling		gather information on Eco Tourism and Cycling Tourism in the Township identifying any gaps in infrastructure		committee to review Durham Region Tourism sites, other municipalities initiatives, research infrastructure requirements, compile information/budget implications into a report to Council for approval		Cycling - Nima/Kristyn	May 7/24 - members & Kristyn/Tamra met re Tourism cycling, certified businesses. June 11/24 - Durham Region cycling webpage; TK/KC attended Ontario By Bike webinar June 5/24; met with members to identify cycling businesses, KC to provide the certified cycling business listing. Sept 17/24 - Nima - a presentation on Brock cycling routes Nov 12/24 - locations/pricing for bike repair kits (in downtowns?) bike racks coming from Region, for Cannington/Sunderland, discuss locations with Wayne Ward  Jan 7/25 - Wayne - working on locations for bike racks, repair stations Kristyn - 22 small bike kits available for Ontario by Bike businesses Nima - to canvass Beaverton businesses re Ontario by Bike Feb 11/25 - Kristyn - Durham Region working on cycling wayfinding signage strategy for rural routes
	Overnight Parking /Overnight Accommodations	1977-2006-PP Parks Bylaw; 957-88-PP Traffic Bylaw; 3118-2022 Noise bylaw; Municipal Alcohol Policy	determine the viability of enhanced overnight parking, review the existing governing bylaws/ policies and other local municipalities parking policies; review bylaws and provide recommendations for overnight accommodations		Committee to create a promotional information package to encourage Brock businesses to offer their location as a overnight accommodation. Committee to review applicable bylaws and policies, research what other municipalities provide, compile information/budget implications into a report to Council for their consideration.			Nov 12/24 - Tamra provided information on creating promotional info packg (Recommendation 4)
5. Chair or Vice Chair to update Committee of the Whole at year end	annual presentation and report to Council		BTAC accomplishments, changes to workplan, budget requests		Sept 16/25 - provide BTAC with a draft report, BTAC to <b>appoint a member</b> to prepare the <b>presentation</b> Oct 21/25 - review items for report and presentation; if Nov 24 Council attendance, then this is the date for finalizing Nov 18/25 - confirm the final report/presentation if Dec 8; and send to clerks by Dec 2 <b>Nov 18/25 - choose 2026 meeting dates</b>  (2024 Council presentn - Martha on Nov 18 at 3:00 p.m.)		Chair/Vice Chair with staff in attendance	report and presentation to be finalized by end of meeting on Nov 18/25 <b>Dec 8, 2025</b> - annual year end report and presentation to Council 10:00 a.m. (id 10 am a problem, consider 6:00 pm Nov 24/25)