



**The Corporation of the Township of Brock**

**Tourism Advisory Committee Minutes**

**June 17, 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.**

Moved by George Ranich

Be it Resolved That Alison Bennie be appointed as Chair in the absence of Martha McCollum.

Carried

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

**Members:**

Alison Bennie, Ted Foster (at 10:20 a.m.), Ursula Kressibucher, George Ranich, Ward 1 Councillor Peter Frank (Council Liaison)

**Staff:**

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

**Regrets:** Martha McCollum, Nima Salehi

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

None

**4. Confirmation of Minutes**

4.1 BTAC - May 6, 2025

Be it Resolved That the BTAC Minutes from the meeting held on May 6, 2025 be accepted as presented on the agenda.

**CARRIED**

**5. Delegations**

None

**6. General Items**

6.1 Durham Region Tourism Update

Kristyn Chambers, North Durham Tourism Specialist provided an update which included:

- Durham Region is working with Transportation Options on rural cycling wayfinding signage
  - Transportation Options has travelled the cycling routes to determine where signs should be placed
  - no budget cost to the municipalities and the Region will determine who will fabricate the signs
  - a database is available with the list of roads on the routes
  - municipalities will be asked to endorse a letter of understanding outlining where the signs will be installed on municipal roads and a maintenance plan will be shared as well
- Gather at the Farm campaign runs mid September to after Thanksgiving Day
  - in partnership with Destination Ontario
  - have reached out to area farms for farm family fun events to be included in the campaign
- Durham Farm Fresh - Chef Alex event planned for the Sunflower Farm, August 28 or 29
- Physician Recruitment Tour - Docs for Durham will tour rural towns, with newly graduated physicians, at the end of August and provide them with information and brief stops at each medical centre

- North Durham Historical Societies continue to discuss how to promote themselves and are currently creating a brochure (Scugog, Uxbridge, Brock)
  - applying for Central Counties partnership funding
- Culture Days - September 19 to October 12, 2025
  - working on Brock Township hub

6.1.1 BTAC to provide Kristyn with locations for influencer visit

Not discussed.

6.2 Specialty Interest Groups - Follow up from May meeting

Any paddling groups on southeast Lake Simcoe or any other specialty groups to draw tourism to Brock

Not discussed.

6.3 Tamra Kaiser, Communication and Tourism Coordinator - Update

6.3.1 New Beaverton Harbour Sign

- Council, May 12, 2025 approved Report 2025-TED-04, New Beaverton Harbour Sign
  - use BTAC funds with an upset limit of \$2,000 which will include installation and approved Concept One
  - shared the final concept, now ordered
  - applying for funding through Central Counties for street banners and gateway sign add-ons with 'Small Mouth Bass Capital' designation
  - continue to work with the Historical Societies for Culture Days

6.3.2 North Durham Pride Events - Alison Bennie provided an update

- Celebration and March scheduled for June 21, 2025 in Palmer Park, Scugog
- Celebration scheduled for July 12, 2025 at Beaverton Harbour Park

6.4 Brock Board of Trade - Update from Nima Salehi (absent)

BBOT Grinch Night

BBOT - follow up re Main Street businesses leaving waste at the curb on Fridays, when pick up is Monday

Not discussed.

6.5 BTAC Workplan for Review

Not discussed.

**7. Other Items & Inquiries**

7.1 Year End Presentation to Council

Chair or Vice Chair to present BTAC presentation at either November 24, 6:00 p.m. Council meeting, or December 8, 10:00 a.m. Council meeting

Committee to determine presentation date and which member(s) will work on the powerpoint, at the September 16 BTAC meeting.

7.2 Next Meeting - September 16, 2025 - 10:00 a.m.

**8. Adjournment**

Be it Resolved that the meeting of BTAC adjourn at 10:26 a.m.

Moved by: George Ranich

Carried