



The Corporation of the Township of Brock

Tourism Advisory Committee Minutes

October 21, 2025

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 10:06 a.m. and confirmed the following committee members and staff were present:

Members:

Martha McCollum, Alison Bennie, Ted Foster, Nima Salehi, George Ranich, Ward 1 Councillor Peter Frank (Council Liaison)

Staff:

Tamra Kaiser, Communications & Tourism Coordinator, Maralee Drake, Deputy Clerk

Regrets: Ursula Kressibucher, Kristyn Chambers, North Durham Tourism Specialist, Deena Hunt, Clerks Assistant

3. Disclosure of Pecuniary Interest and Nature Thereof

None.

4. Confirmation of Minutes

Moved by: George Ranich

Be it Resolved That the minutes from the BTAC meeting held on September 16, 2025 be adopted.

CARRIED

4.1 BTAC - September 16, 2025

5. Delegations

None.

6. General Items

6.1 Durham Region Tourism Update (Kristyn Chambers absent)

None.

6.2 Future Influencer - members to consider for which event

Durham Tourism funding available prior to December 31, 2025

Tamra and Kristyn had discussed focussing on holiday shopping and downtown businesses. Durham Tourism offering a prize giveaway for a shop local campaign.

- committee to provide suggested influencers or local photographers
- committee to reach out to businesses to determine whether their holiday shopping events can coincide with the tree lighting ceremony
- Beaverton Lions event 'Jingles and Roar' kickoff on November 28 includes Christmas tree sales and local vendors - Alexander Muir Park to Lakeview Manor
- a separate shopping event coming to Beaverton on December 5, "Stroll and Shop"
- Beaverton public school hosting a craft fair on Wednesday prior to the Santa Claus parade (November 29)
- BBOT will advertise these events
- committee considered local merchants for Kristyn to spotlight:
 - Shortiss Cafe
 - Underground Cafe
 - Whimsy

- Christmas shopping walk throughs
- Moonflowers
- Extoggery
- Jacks Place
- Cameron House
- Mike Gibbs
- Hometown Heart

6.3 BTAC Work Plan

New businesses:

- Extoggery in Beaverton
- collectables store in Osborne Plaza, Beaverton
- Barber shop moving to beside Hy-tec Security on Mara Rd.
- Brock Arts and Culture have local artwork on display in downtown businesses
- Triple J Jamaican Jerk, Beaverton
- Colala Poutine and Asian Food, Beaverton

New campaign proposed - photos submitted by the public regarding 4 seasons in Brock

6.4 Update from Brock Board of Trade

- discussed best practices for when to put out garbage for pick up and will share with BBOT

Alison Bennie left the meeting at 10:30 a.m.

6.5 Year End Presentation - review

- committee to correspond via email with additions and changes to the presentation

7. Other Items & Inquiries

7.1 Other Matters

7.1.1 Update from Tamra Kaiser, Communication & Tourism Coordinator

- Brock Visitor Growth Plan - 4th meeting has occurred, action items list for staff to facilitate the plan, working with Central Counties and Durham Tourism on timelines, roll out in 2026

- Beaverton Harbour Sign was installed
- Culture Days in Brock was successful with an increase in tourists

Committee discussed the Historical Societies plans for the Christmas Season and the attendance at the recent Fall Fest.

Upcoming events in Brock in 2026:

- Fairhavens Family Day in February
- Sunderland Maple Syrup Festival in March

7.1.2 2026 BTAC Meeting Schedule

Committee supported meeting on Tuesdays, at 10:00 a.m. in 2026.

Moved by Nima Salehi

Be it Resolved That the 2026 BTAC Meeting Schedule be approved.

CARRIED

7.2 Next Meeting - November 18, 2025 10:00 a.m. (finalize presentation and report for Council December 8, 2025)

8. Adjournment

Moved by George Ranich

Be it Resolved That the meeting of BTAC adjourn at 10:44 a.m.

CARRIED