



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

**November 18, 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](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 10:03 a.m. and confirmed the following committee members and staff were present:

**Members:**

Martha McCollum, Ted Foster, George Ranich, Ursula Kressibucher, Alison Bennie, 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:** Nima Salehi

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

None

**4. Confirmation of Minutes**

## **Resolution 1**

Moved by Ted Foster

Be it Resolved That the minutes of the BTAC meeting held on October 21, 2025 be approved.

**CARRIED**

4.1 BTAC - October 21, 2025

## **5. Delegations**

None

## **6. General Items**

6.1 Durham Region Tourism Update

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

- December 2, 2025 9:00 a.m. to 12:00 p.m. workshop - Boost Your Tourism Brand Durham, at Uxbridge Historical Centre
- holiday campaigns will be pulled into one landing page
- 2024 geofencing reports (visitors, demographics) for the 3 downtowns were purchased by Durham Tourism through Central Counties Tourism and are to be shared as requested
- a photographer to capture winter/holiday images in Brock at the Beaverton Stroll and Shop December 5, the Beaverton Town Hall Players show December 5, and downtown shots of Cannington and Sunderland
- Durham Tourism Holiday contest - 4 tickets to First Act Youth Company's Jingle Fest on November 29, and \$100 Shortiss gift card
- Shop in Durham Week - first week of December - to be promoting Shop in Brock

6.2 Presentation to Council December 8, 2025 - review and finalize

BTAC and staff reviewed the presentation and made minor adjustments.

Committee discussion included:

- bicycle repair station for Beaverton coming in 2026
  - Kristyn to provide quotes for bike stations for Sunderland and Cannington to be purchased with BTAC funding before December 31, 2025
- all cycling routes were launched in 2025
- Ontario by Bike kits for businesses are available from Tamra, Canter Coffee is the latest business to be Ontario by Bike Approved
- Tamra advised that coordinating bike rack locations on Regional roads is a challenge
- Recommendations within the presentation were reviewed

## **Resolution 2**

Moved by Ted Foster

Be it Resolved That BTAC requests Council approval to carry forward any remaining 2025 BTAC funds to 2026, and that BTAC funding of \$5,000 be approved for 2026.

**CARRIED**

### 6.2.1 BTAC Workplan for reference

#### 4. Tourism Plans and Best Practices Review

- Overnight Parking/Accommodations
  - where can people camp in Brock
  - include Brock on iOverlander app
  - consider the approved Recreation and Culture Master Plan (2023) and MacLeod Park Plan (2025)
  - a future BTAC report with research results and recommendations to Council

#### 1. Public Education Campaign

- Tourism Stakeholders - Reference Document 'Community Tourism Plan 2019' being updated as 'Brock Visitor Growth Plan' coordinated by Durham Tourism

- BTAC member(s) attended the consultation meetings with Durham Region Tourism and Central Counties Tourism
- the new Brock Visitor Growth Plan, with recommendations, was created and to be presented to Council in January 2026
- BTAC to review the new Brock Visitor Growth Plan and provide any comments to staff

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

### **7.1 Other Matters**

Ursula Kressibucher left the meeting at 10:46 a.m.

Tamra Kaiser advised that the new Beaverton Harbour sign blew down following a storm and staff will re-install.

Ted Foster expressed concern with respect to litter throughout Brock. Committee discussed possible advertising initiatives, to be discussed at the next BTAC meeting in 2026, which would require a report to Council and a BTAC resolution to utilize BTAC funds.

Kristyn Chambers shared Pickering's link <https://letstalkpickering.ca/litter>

### **7.2 Next Meeting - February 3, 2026 10:00 a.m.**

## **8. Adjournment**

Moved by George Ranich

Be it Resolved That the BTAC meeting held on November 18, 2025 adjourn at 10:54 a.m.