



Brock Tourism Advisory Committee

Date: Wednesday, September 08, 2021

Time: 7:00 p.m.

Location: Electronic Meeting via Microsoft Teams

Minutes

Present: George Ranich, Sandra Bannon, Rick Smith, Ward 1 Councillor Michael Jubb

Absent: Ward 2 Councillor Claire Doble, Jane Trollope, Judi Forbes

Staff: Alicia Bagshaw, Recreation and Leisure Coordinator, Kristyn Chambers, North Durham Tourism Specialist

1. Call to Order – 7:00 p.m.

George Ranich called the meeting to order at 7:03 p.m.

2. Hearing of Deputations - None

3. Approval of Minutes

- 1) June 9, 2021

Moved by Mike Jubb, that the minutes of the June 9, 2021 meeting of the Brock Tourism Advisory Committee be approved.

MOTION CARRIED

4. General Items

- 1) End of Year Report, Alicia Bagshaw

The Recreation and Leisure Coordinator advised any budgetary recommendations will need to be discussed at the October meeting, for a report to be drafted and sent to Council in November.

Moved by Harriet Drake that the BTAC committee draft a report to Council with budgetary recommendations for inclusion in the 2022 budget.

MOTION CARRIED

- 2) Tourism Website Update, Kristyn Chambers

Ms. Chambers advised a temporary website is being drafted with an anticipated December launch date. The website is a placeholder until the Township is prepared to dedicate staff time and budgetary costs.

Ms. Chambers advised the temporary site was being funded by Central Counties contributing \$5500 out of COVID relief fund and Durham Tourism contributing \$2000 out of North Durham project.

Ms. Chambers advised Central Counties Tourism is assisting with securing a photographer to capture images in Brock to be utilized on the website.

Councillor Jubb clarified the money is just for the temporary site. A motion will be required at the next meeting for budgetary actions.

Moved by Rick Smith to adopt Kristyn's update as presented.

MOTION CARRIED

3) Survey Results, Rick Smith

Mr. Smith advised the survey identified 5 top priorities for the committee, which are as follows:

1. Develop, launch and maintain a Brock Tourism Website
2. Develop and implement a Tourism Ambassador Program
3. Develop Brock Township as a four-season visitor destination
4. Improve stakeholder coordination and impact of marketing efforts through a published editorial and social media calendar
5. Actively work with tourism businesses and assets (art/culture, events etc.) in Brock to develop and launch product experiences that target the top four identified traveler segment profiles and cover all four seasons

Moved by Councillor Jubb to adopt Rick's update as presented.

MOTION CARRIED

5. Other Items & Inquiries

1) New Business

Mr. Smith advised Brock Board of Trade has some unique experience opportunities they are offering. He advised that BTAC should look at doing something similar.

Mr. Ranich advised if BTAC could develop a North Durham Loop experience to include the Backroads of Brock Tour and the Leaskdale Loop Tour.

2) Next Meeting Date

October 13, 2021 at 7:00 p.m.

6. Adjournment

Moved by Harriet Drake that the Committee adjourn at 7:34 p.m.

MOTION CARRIED