



## **Brock Tourism Advisory Committee**

**Date:** Wednesday, October 27, 2021

**Time:** 7:00 p.m.

**Location:** Electronic Meeting via Microsoft Teams

### **Minutes**

**Present:** George Ranich, Sandra Bannon, Harriet Drake, Jane Trollope, Judi Forbes, Ward 2 Councillor Claire Doble

**Absent:** Rick Smith, Ward 1 Councillor Michael Jubb

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

#### **1. Call to Order – 7:00 p.m.**

Chair Forbes called the meeting to order at 7:03 p.m.

#### **2. Hearing of Deputations - None**

#### **3. Approval of Minutes**

- 1) September 8, 2021

Moved by Jane Trollope, that the minutes of the September 8, 2021 meeting of the Brock Tourism Advisory Committee be approved.

MOTION CARRIED

#### **4. General Items**

- 1) Tourism Tuesday Messaging

The Recreation and Leisure Coordinator advised Tourism Tuesday would be a recurring agenda item. She advised committee members to submit their suggestions for messaging prior to BTAC meetings, and messaging for the upcoming month would be determined at the meeting.

- 2) Cool Experience – Successes/Challenges

Ms. Drake advised it was a positive experience and they are looking to expand in the future and would like to incorporate more businesses within Brock.

Ms. Bannon advised the Cool Experience opened opportunities to host large groups including bus tours. Ms. Bannon advised Bus Tours is an additional avenue to advertise to for future events.

Ms. Bannon advised the planning committee would like to see more events to reach all seasons, including ice fishing and local shopping.

### 3) Holiday Events

The Recreation and Leisure Coordinator advised committee members to share any holiday events they were aware of in Brock to be included in the November 1 newsletter from Durham Tourism.

The Recreation and Leisure Coordinator advised committee members of the dates for the Santa Claus parades.

- November 19 – Beaverton Lions Santa Claus Parade
- November 27 – Cannington Lions Santa Claus Parade
- December 11 – Sunderland Santa Claus Parade

Ms. Trollope advised the downtown businesses in Beaverton will have late night shopping in conjunction with the Beaverton Lions Santa Claus Parade.

### 4) Tourism Website Update

Ms. Chambers provided an overview of the website including deliverables and the scope of work. She advised that January is the proposed launch.

Ms. Chambers advised she has requested the website developer to provide a quote for developing a permanent Tourism website.

Ms. Chambers advised if there was any interest in developing an e-newsletter for Brock. The committee advised they would like a platform that would allow engagement for business owners, where they could ask questions.

The Recreation and Leisure Coordinator advised the Township has an engagement platform and that she would draft a mock page to present at the next BTAC meeting.

### 5) Backroads of Brock Discussion

Ms. Bannon advised several Brock businesses had reached out to the organizers of the Leaskdale Loop to be included in their tour. She advised this is a great opportunity for BTAC to advise local businesses that they are looking at developing something similar.

Ms. Bannon advised she will be meeting with the stakeholders of the Leaskdale Loop and will provide an update at the next BTAC meeting.

### 6) 2022 Budgetary Recommendations

The Recreation and Leisure Coordinator advised the committee will need to draft a report with any budgetary recommendations for Council by December.

## 5. Other Items & Inquiries

### 1) New Business

Ms. Chambers advised an email was sent out to BTAC members to be beta testers for the Brock Business Survey before it is made public.

Ms. Bannon inquired about the Tourism Ambassador program. Ms. Chambers advised she would have an update for the next BTAC meeting.

Ms. Chambers advised that Central Counties Tourism is hosting a symposium via Zoom on November 22 and registration can be completed online.

2) Next Meeting Date

November 10, 2021 at 7:00 p.m.

**6. Adjournment**

Moved by Harriet Drake that the Committee adjourn at 8:19 p.m.

MOTION CARRIED