



Brock Tourism Advisory Committee

Date: Wednesday, November 10, 2021

Time: 7:00 p.m.

Location: Electronic Meeting via Microsoft Teams

Minutes – DRAFT

Present: George Ranich, Sandra Bannon, Harriet Drake, Jane Trollope, Judi Forbes, Ward 2 Councillor Claire Doble, Ward 1 Councillor Michael Jubb, Rick Smith

Absent:

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 7:04 p.m.

2. Hearing of Deputations - None

3. Approval of Minutes

1) October 27, 2021

Mr. Ranich advised that the Santa Claus Parade dates in the minutes needed to be correct. Beaverton Parade is on November 19, 2021, and Cannington Parade is on November 27, 2021.

Moved by Michael Jubb, that the minutes of the September 8, 2021 meeting of the Brock Tourism Advisory Committee be approved with the above noted correction.

MOTION CARRIED

4. General Items

1) Tourism Tuesday Messaging

The Recreation and Leisure Coordinator advised that she had not received any submissions for Tourism Tuesday messaging.

Mr. Ranich advised Beaverton Santa Claus Parade and Tree Lighting ceremony should be included in Tourism Tuesday messaging.

Mr. Smith advised photography from across Brock could be shared on Tourism Tuesday with information on things to see and do.

2) Tourism Ambassador Program Update

Ms. Chambers advised the Tourism Ambassador program will officially be launched on November 22, 2021 during the Central Counties Tourism Symposium. She advised there was low response from North Durham.

Ms. Chambers advised that Central Counties and Durham Tourism are working together to host a webinar event for businesses to attend and complete the program together. She advised this would be beneficial as Central Counties and Durham Tourism would be there to answer any questions.

3) Stakeholder Communications

The Recreation and Leisure Coordinator advised that Let's Talk Brock was not an ideal platform to engage businesses.

The Recreation and Leisure Coordinator suggested that the committee approach staff to determine if a Tourism section could be included in the Townships monthly e-newsletter.

4) My Main Street Application Funding

Ms. Chambers provided an overview of the program through the federal government. The program is to help support the revitalization of downtowns. She advised council has granted their approval to submit an application and have allocated funds to contribute to the application.

Ms. Bannon inquired what the boundaries are for the application. Ms. Chambers advised she will share an update with the committee once she has the maps for the boundaries.

Ms. Drake advised if the grant was applied for individually for each town, or if the application was for the Township as a whole. Ms. Chambers advised the application is for the Township as a whole, and any successful funding would be distributed across the Township.

5) Workplan Review

The committee reviewed the top 5 priorities and the action items associated with them.

The committee determined they need a clear understanding of their roles and responsibilities. The Recreation and Leisure Coordinator advised she would reach out to the Clerk's department for further understanding and report back to the committee.

6) Review Draft Report

Moved by George Ranich that the committee request \$4000 in the 2022 budget to proceed with the application to be designated as the small mouth bass fishing capital of Canada.

Chair Forbes left the meeting at approximately 8:20 p.m. due to internet connectivity issues. The Recreation and Leisure Coordinator

Moved by Harriet Drake that the committee request funds in the 2022 budget to hire a permanent tourism staff position. The position would be responsible for driving tourism in Brock and help bring to fruition the initiatives outlines in the Community Tourism Plan.

Moved by Sandra Bannon that the committee request \$10,000 in the 2022 budget for marketing the Backroads of Brock initiative.

Moved by Rick Smith that the committee continue with the temporary webpage through Central Counties Tourism, and request funds be allocated to develop and launch a permanent website in 2022.

5. Other Items & Inquiries

1) New Business

Harriet advised that if any committee members have any suggestions, or businesses they'd like to see included in the backroads of Brock tour, that they email Harriet, Sandra and Alicia to submit their input.

2) Next Meeting Date

December 8, 2021 at 7:00 p.m.

6. Adjournment

Moved by Harriet Drake that the Committee adjourn at 8:42 p.m.

MOTION CARRIED