



Brock Tourism Advisory Committee

Date: Wednesday, December 08, 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, Ward 1 Councillor Michael Jubb, Rick Smith

Absent:

Staff: Alicia Bagshaw, Recreation and Leisure Coordinator, Kristyn Chambers, North Durham Tourism Specialist. Ingrid Svelnis, CAO

1. Call to Order – 7:00 p.m.

Chair Forbes called the meeting to order at 7:01 p.m.

2. Hearing of Deputations - None

3. Approval of Minutes

- 1) November 10, 2021

Moved by Michael Jubb, that the minutes of the November 10, 2021 meeting of the Brock Tourism Advisory Committee be approved with the above noted correction.

MOTION CARRIED

4. General Items

- 1) Tourism Advisory Committee Roles and Responsibilities

Ms. Chambers provided an overview of her role as the North Durham Tourism Specialist with the Region. She advised her role is divided between all 3 northern municipalities.

Ms. Chambers advised Central Counties is able to reach out at a higher level for advertising opportunities and stakeholder relations on behalf of the tourism industry. She also explained the importance of stakeholders making sure they are receiving information from Central Counties.

- 2) Township of Brock's Value Proposition for Tourism

Ms. Svelnis advised the Township is requesting a communications position in the 2023 budget that if approved, would be able to assist with tourism communications.

Ms. Svelnis advised there was a request to do a Harbour Master Study, which would focus on the long term plan for the harbor and help drive a vision for what the Tourism website would be.

Councillor Jubb advised that all of the recommendations were deferred to the budget meeting.

3) Backroads of Brock – Proprietary Name

Ms. Svelnis advised Council will need to decide whether they're willing to hand the name over. She advised she will add the "Backroads of Brock – Proprietary Name" to the Council agenda for December 13, 2021.

The Committee discussed whether the Backroads of Brock should be an initiative of the Township and BTAC, or if it would be better suited to be organized by local stakeholders.

Ms. Bannon advised backroads of Brock would be better suited to be organized by local stakeholders, and not involve the township.

4) Tourism Website Update

Ms. Chambers advised the content has been written for the pages on the temporary website and it has been sent to Central Counties to get started. Ms. Chambers advised she has secured a photographer to take some holiday and winter photos for the winter website. Ms. Chambers advised that a photography library is being put together for future use on the temporary website and promotional material.

5) Approval of 2022 Meeting Schedule

Moved by George Ranich to accept the 2022 Brock Tourism Advisory Committee Meeting Schedule.

MOTION CARRIED

6) Election of New Chair

Moved by Claire Doble that George Ranich becomes the new chair for the Brock Tourism Advisory Committee.

MOTION CARRIED

5. Other Items & Inquiries

1) New Business

2) Next Meeting Date

January 12, 2021 at 7:00 p.m.

6. Adjournment

Moved by Jane Trollope that the Committee adjourn at 8:07 p.m.

MOTION CARRIED