



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

**March 9, 2022**  
**Virtual Meeting**

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**1. Call to Order/ Roll Call**

Chair Ranich called the meeting to order at 7:05 p.m. and confirmed the following committee members and staff were present.

George Ranich, Jane Trollope-Geddes, Harriet Drake, Rick Smith, Sandra Bannon, Councillor Mike Jubb, Councillor Claire Doble.

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

**2. Confirmation of Minutes**

2.1 January 12, 2022

Moved by Councillor Jubb

That the minutes of the January 12,2022 meeting be approved.

**CARRIED**

**3. Hearing of Deputations**

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

**5. Delegations**

**6. General Items**

#### **6.1 Tourism Ambassador Program Update - Kristyn**

Ms. Chambers advised she is working with a placement student from Durham College. The student will be focusing on the Tourism Ambassador Program and rolling it out to the northern municipalities.

Ms. Chambers advised there have been 7 people from Brock start the Tourism Ambassador Online Program, but none have officially completed the program.

Ms. Chambers advised that the Region will be working with Central Counties Tourism to host a virtual webinar for businesses in the area to complete the Tourism Ambassador Program together.

Ms. Chambers advised that an information sheet will be developed and provided to Tourism Ambassadors to highlight information about Brock that would be helpful to tourists and will share it with the committee for feedback once it's been drafted.

#### **6.2 Tourism Website Update - Kristyn**

Ms. Chambers advised the temporary website is on track to launch at the end of April. She advised that she is working to populate some new blogs, including a fishing ambassador to write a blog about Brock being the Small Mouth Bass Capital of Canada.

Ms. Chambers advised that when the website is closer to its final stages, she will be able to share with the committee for review, prior to the go-live date.

Ms. Chambers advised the calendar function on the temporary website will be similar to the Township website and events will automatically filter once they've been entered into a calendar on either the Township of Brock, Central Counties Tourism as well as Durham Tourism. Businesses and organizations will only need to submit their event to one calendar and it will automatically push to the other calendars.

#### **6.3 Tourism Tuesdays - Alicia**

The Recreation and Leisure Coordinator enquired if there was any content to be included in the Tourism Tuesday social media posts. She advised that information for the Sunderland Maple Syrup Festival will be included late March.

#### **6.4 Smallmouth Bass Fishing Capital of Canada Designation Update - George**

Chair Ranich advised a meeting was held with Township and Regional Staff with respect to the Small Mouth Bass of Canada designation.

Chair Ranich advised the Township would be proceeding with obtaining an official mark, rather than a trademark. He advised the official mark is more cost effective and an easier process to obtain. He advised by obtaining an official mark, the Township and committee could start using the title in promotion.

The committee had discussions around the sculpture being installed at the harbour and suggested that small mouth bass be considered for the artwork, based on the official mark the committee is looking to obtain.

Councillor Jubb advised the Harbour committee does not approve the design, and that the official decision would be up to Council.

Moved by Harriet Drake

Be It Resolved That consideration be given for the inclusion of small mouth bass into the design of the gifted sculpture to be installed at the Beaverton Harbour, and

That if not included in the gifted sculpture, that Council give consideration to the purchase and installation of a second piece of artwork at the Beaverton Harbour in relation to the official designation of Brock being the Small Mouth Bass Capital of Canada.

**CARRIED**

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

### **7.1 New Business**

Ms. Drake provided an update on the Backroads of Brock advising they have 9 businesses involved, and they are working on developing social media pages to help spread the word. Ms. Bannon advised the first meeting with all businesses will be held on March 23, and that she is working on the funding application for Central Counties Tourism.

Ms. Chambers advised the Region has been doing follow up with the Brock Business Survey, and they're hoping to push it out further to businesses to receive more responses. She advised post cards are being developed and would be provided to committee members and the Board of Trade to share with their contacts.

Mr. Smith advised if a Social Media Campaign could be considered around the Small Mouth Bass Capital of Canada designation. He advised the campaign could include a photo contest for visitors to submit photos of the bass they've caught on the lake.

The Recreation and Leisure Coordinator advised that a survey had been sent to committee members to be completed for feedback for Council and encouraged committee members to complete the survey if they have not yet done so.

The Recreation and Leisure Coordinator advised that the Committee is scheduled to present their final report and presentation to Council on June 13, 2022 and that the report and presentation must be submitted by June 7, 2022. She advised that she will work with Ms. Chambers on the draft report and will provide it to the committee in advance of the April meeting for review and feedback.

Councillor Jubb provided an overview of Council budget deliberations. He advised that the committee was successful in receiving what they requested, noting that a Communications and Tourism position had been approved. He suggested the committee begin to consider what support they will require from this role.

## 7.2 Next Meeting

The committee agreed to continue with the scheduled meetings.

The next meeting for BTAC will be April 13, 2022 at 7:00 p.m.

## 8. Adjournment

Moved by Harriet Drake

That the meeting adjourn at 7:45 p.m.

**CARRIED**

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Mayor

Clerk