

TOURISM ADVISORY COMMITTEE AGENDA

Date: August 19, 2021, 2:00 p.m.

Location: VIA ZOOM

- 1. CALL TO ORDER**
- 2. DISCLOSURE OF PECUNIARY/CONFLICT OF INTEREST**
- 3. RECEIPT OF PREVIOUS MINUTES**
 - a. Minutes of the Tourism Advisory Committee Meeting held on May 20, 2021.**
- 4. SCHEDULED ITEMS FOR DISCUSSION**
 - a. Current Tourism Resources**
 1. Digital Tool Kit document review
 2. Digital Main Street offers and communication
 3. Culinary Tourism Alliance program offers
 4. RTO3 promotions and workshops
 - b. Identifying Tourist Destination**
 1. Product content
 - c. Federal Grant Application Review**
- 5. COMMITTEE MEMBER UPDATES**
- 6. ITEMS TO BE SCHEDULED FOR NEXT MEETING**

Next Meeting - November 25, 2021
- 7. ADJOURNMENT**



**MINUTES OF THE
TOURISM ADVISORY COMMITTEE MEETING
MAY 20, 2021**

Minutes of the Tourism Advisory Committee meeting held on Thursday,
May 20, 2021 at 2:00 p.m. Via Zoom

MEMBERS PRESENT: Councillor A. Lawlor, Chair, C. Bower, K. Gastle (left at 3:00 p.m.), M. Frazer (left at 3:00 p.m.), G. Coman, C. Thibeault

REGRETS: S. Mazhari, L. Bengtson, P. Rowe

STAFF PRESENT: A. Graham, Economic Development and Tourism Officer;
M. Lawr, Deputy Clerk
R. Brown, Deputy Clerk

1. CALL TO ORDER

Councilor A. Lawlor, Chair called the meeting to order 2:00 p.m.

1.a Introductions

C. Lawlor asked the committee to introduce themselves.

2. DISCLOSURE OF PECUNIARY/CONFLICT OF INTEREST

No disclosures were made.

3. RECEIPT OF PREVIOUS MINUTES

3.a Minutes of the Tourism Advisory Committee Meeting held on February 18, 2021.

Recommendation No. TAC-2021-0001

THAT the Minutes of the Tourism Advisory Committee Meeting held on February 18, 2021 be received.

CARRIED

4. SCHEDULED ITEMS FOR DISCUSSION

4.a COVID UPDATE

The committee discussed some of the issues faced by themselves and other business owners due to the pandemic. Businesses have had to pivot and alter focus due to the pandemic with the lockdowns/shutdowns and the established legislative rules governing them. It was noted that many businesses have had to close and others are barely hanging on and without additional funding some businesses may not recover. Those businesses that do manage to hang on, it will likely take them 12-18 months to recover if they do recover at all.

It was also noted that there are ghost businesses operating right now, they are businesses that are staying open for the funding but that will not likely reopen when the pandemic is over.

It was noted by the committee that with the anticipated re-opening to happen this summer that the Town needs to be ready for visitors/tourism by ensuring that we have things like garbage cans, porta potties and picnic tables in outdoor public places that can meet the provincial requirements.

4.b Tourism Strategy and Direction

The committee discussed tourism and the possible events that may go ahead this summer including some returning events.

C. Thibeault let the committee know that other communities have come up with some very innovative ways to have outdoor events proceed in 2021 and will provide A. Graham with the information he has on how they are making this happen.

M. Frazer let the committee know that the Chamber is partnering with the Town to provide a COVID-19 rapid screening test program for local companies/businesses with 150 or less employees.

The committee discussed the need to explore innovative and creative ideas to help support local businesses and support Economic Development and Tourism initiatives. The Committee passed the following motion to show their support.

Recommendation No. TAC-2021-0002

THAT The Tourism Advisory Committee supports the Town of Halton Hills exploring opportunities and best practices for creative outdoor dining opportunities and retail sales on Main Street (Georgetown) and perhaps other locations in Halton Hills.

CARRIED

Quorum was lost at 3:00 p.m.

(The remaining committee members remained in the meeting to talk further about the current situation for businesses and tourism but no recommendations or decisions were made)

5. ITEMS TO BE SCHEDULED FOR NEXT MEETING

NIL.

6. ADJOURNMENT

The meeting adjourned at 3:00 p.m.