



**MINUTES OF THE
TOURISM ADVISORY COMMITTEE MEETING
NOVEMBER 25, 2021**

Minutes of the Tourism Advisory Committee meeting held on Thursday,
November 25, 2021 at 2:00 p.m. Via Zoom

MEMBERS PRESENT: Councillor A. Lawlor, Chair, C. Bower, K. Gastle, M. Frazer (left at 3:20 p.m.), G. Coman, C. Thibeault, S. Mazhari

REGRETS: L. Bengtson, P. Rowe

STAFF PRESENT: A. Graham, Economic Development and Tourism Officer; E. Kaiser, Manager of Economic Development and Innovation; M. Lawr, Deputy Clerk – Legislation

1. CALL TO ORDER

Councilor A. Lawlor, Chair called the meeting to order 2:01 p.m.

2. DISCLOSURE OF PECUNIARY/CONFLICT OF INTEREST

There were no disclosures of pecuniary/conflict of interest.

3. RECEIPT OF PREVIOUS MINUTES

There were no minutes to be received as the August 19, 2021 Tourism Advisory Committee meeting did not have quorum and no recommendations or decisions were made.

4. SCHEDULED ITEMS FOR DISCUSSION

a. Update on Tourism Strategy Process

1. Review priority action items identified in May 2021

A. Graham provided a review of priority action items to the committee and reviewed what the committee has accomplished since being established in 2019. A. Graham outlined the committee's main goals and objectives.

2. A. Graham to provide update on 2021 projects and next steps

A. Graham provided an update to the committee of 2021 projects, how the Town has worked with local businesses and next steps for the coming year. After reviewing projects from 2021, the committee discussed projects and concepts to focus on for 2022. The committee identified that they would like to work on more promotion through the Ontario Culinary Tourism Alliance.

G. Coman discussed the growing movie industry in Halton Hills and the opportunities it can bring for tourism. A. Graham advised that film operators have been contacted for the Town to receive permissions to promote movies and tv shows that have been filmed here. A. Graham would like to promote film locations through the Visit Halton Hills website.

A. Graham reviewed the Digital Main Street programs and advised that grants conclude on November 30th and the program is running until February 2022. M. Frazer inquired about the Digital Took Kit project and suggested ensuring that it is an easy template to fill in so that local business owners can quickly set it up for their business.

A. Graham presented statistics from the Vist Halton Hills webpage. K. Gastle suggested looking into further details of the analytics to see if users are using both the activities page as well as the restaurants page. G. Coman suggested that since the restaurants page received a lot of traffic, another way to increase promotion of local restaurants could be by contacting the Bruce Trail Conservancy as they are working to come out with an app where local restaurants and tourism aspects will be included. A. Graham will continue to work on analyzing tourism statistics and bringing them forward to the committee. In 2022, A. Graham will continue to work on getting statistics specific to Halton Hills, as right now what is available includes all of Halton Region.

b. Priority Items Feedback

1. Committee recommendations for next steps and priority actions

C. Bower suggested that a great tourism promotion opportunity is through hockey tournaments and other sporting events since it brings people into town. M. Frazer suggested having some tourism information included in an email that can be sent out to organizations associated with sporting events. E. Kaiser suggested working with internal Town staff who scheduled the facility rentals and bookings to include local tourism information in their confirmation emails that get sent out to the organization or person booking or renting the facilities. Councillor A. Lawlor suggested working on a strategy that identifies sports tourism as a focus. A. Graham will work on developing a marketing strategy for businesses and visitors and included sports tournament attendees as a target market.

C. Thibeault recommended hosting a tourism industry event in 2022 in order to network with surrounding municipalities and tourism-oriented organizations.

2. Impact assessment – How to know if progress is being made?

c. Review 2022 meeting schedule

The committee approved the 2022 meeting schedule.

5. COMMITTEE MEMBER UPDATES

C. Thibeault advised that there is funding available for retroactive projects through FedDev Tourism Relief Fund Grants and sent the committee the link to access this information. C. Thibeault advised that you can apply for more than one project so different departments of the Town could apply. A. Graham noted that the Town's Economic Development department has applied for this, but she will pass this information along to the Recreation and Parks department to look into applying in regards to the addition to the Town's trail systems.

S. Mazhari advised that the Halton Region is hosting the third annual Cycling Summit event on Wednesday December 8th. The Region will also be hosting a Farm to Retail 10-week bootcamp in 2022 and S. Mazhari will bring more information to the committee when available.

6. ITEMS TO BE SCHEDULED FOR NEXT MEETING

Discussion of a new tag line for Town tourism events and advertising.

7. ADJOURNMENT

The meeting adjourned at 4:05 p.m.