



**MINUTES OF THE
TOURISM ADVISORY COMMITTEE MEETING
FEBRUARY 17, 2022**

Minutes of the Tourism Advisory Committee meeting held on Thursday,
February 17, 2022 at 2:00 p.m. Via Zoom

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

REGRETS: C. Thibeault, P. Rowe, L. Bengtson

STAFF PRESENT: A. Nap, 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 2:07 p.m.

2. DISCLOSURE OF PECUNIARY/CONFLICT OF INTEREST

There were no disclosures of pecuniary/conflict of interest.

3. RECEIPT OF PREVIOUS MINUTES

3.a Minutes of the Tourism Advisory Committee Meeting held on November 25, 2021.

Recommendation No. TAC-2022-0001

THAT the Minutes of the Tourism Advisory Committee Meeting held on November 25, 2021 be received.

CARRIED

4. SCHEDULED ITEMS FOR DISCUSSION

4.a New Tourism Brochure – A. Nap provided an update on the process of working on a new tourism brochure. A. Nap noted that the Town was awarded a 50% Partnership Grant from Heart of Ontario (HHBRTA). The timeline of the project is to work on the design aspect of the brochure from February to the end of March, with printing planned to occur in April and brochures will be distributed in the summer of 2022. The Committee provided feedback on distribution locations and content ideas.

1. **Purpose** – A. Nap presented the purpose of the brochure to the committee as to introduce people to the different locations of tourism in Halton hills.
2. **Distribution** – A. Nap advised that the new brochures will be distributed this summer. The Committee provided feedback and suggestions on where brochures could be distributed. A. Nap will be creating a spreadsheet to track where and how many brochures are being distributed.
3. **Look and Feel** – The Committee reviewed what the previous brochure looked like, and A. Nap presented new design ideas for this brochure.
4. **Content** – The Committee provided suggestions on what to include in the new brochure. These suggestions included:
 - Listing key tourist attractions
 - Leaving out specific event dates to avoid needing to update the brochure multiple times a year
 - Having the brochure direct people to the Visit Halton Hills website (example: including a QR code)
 - Listing accommodations
 - Noting the distance from the 401 to Halton Hills

Quorum was lost at 3:01 p.m.

The remaining items were not discussed as quorum was lost after Item No. 4.a.

4.b Updates and Progress

1. **Digital Main Street**
2. **New Investhaltonhills.com website**
3. **Tourism businesses**
4. **COVID Supports to Tourism Businesses**

5. COMMITTEE MEMBER NEWS AND UPDATES

6. ITEMS TO BE SCHEDULED FOR NEXT MEETING

7. ADJOURNMENT

The meeting adjourned at 3:01 p.m.