



**MINUTES OF THE
TOURISM ADVISORY COMMITTEE MEETING
JUNE 2, 2022**

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

MEMBERS PRESENT: Councillor A. Lawlor, Chair, C. Bower, K. Gastle (arrived at 2:25 p.m.), M. Frazer, G. Coman, S. Mazhari, C. Thibeault (left at 3:00 p.m.),

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

1. CALL TO ORDER

Councilor A. Lawlor, Chair called the meeting to order 2:08 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 February 17, 2022.

Recommendation No. TAC-2022-0002

THAT the Minutes of the Tourism Advisory Committee Meeting held on February 17, 2022 be received.

CARRIED

4. SCHEDULED ITEMS FOR DISCUSSION

4.a Tourism Program Update – A. Nap reviewed the tourism strategy and objectives for 2021-2026. A. Nap provided an update on the Visit Halton Hills website users and page views. The committee reviewed the 2022 Summer goals and the Tourism brochure. Some committee members will pick up packages of brochures to distribute around Town. A box of brochures have already been dropped off at the outlet mall, golf courses, BIA offices and farms for distribution. Emma the summer student will continue distribution throughout the summer. A. Nap reviewed the digital ad campaign. C. Bower suggested putting a QR code in the newspaper ad linking people to the Tourism brochure. After discussion, the committee agreed on adding a sixth ad to cover the category of sports.

1. **New Tourism & Economic Development Assistant, Emma** – Emma was introduced and she will be in attendance at the tourism events this summer.
2. **Culinary Tourism Alliance Membership** – Engaging local businesses and encouraging local businesses to become members. There are incentives for local restaurants and farm businesses.
3. **Paid Marketing Campaign**

4.b Visitor Surveys

1. **Questions to support visitor profiles** – The committee reviewed the 2022 Visitor Survey. This is the first year that the surveys are electronic. A. Nap will bring forward survey results to the September meeting. Additional questions that were suggested:

- Would you come back to Halton Hills?
- Have you visited Halton Hills before?
- How many times in a year do you visit Halton Hills?

4.c Tourism Relief Fund Sign Project

1. **Sign Locations and Information** – A. Nap gave an overview of this project. These signs would be installed in high traffic pedestrian areas. The committee discussed what elements should be on the signs and what locations the signs should be installed in. M. Frazer suggested including a QR code on the signs and having some interesting ‘Did you know?’ facts. The committee agreed that items on the signage should be kept relevant since the signs should last 5 plus years. G. Coman suggested including maps pending on size of

sign. G. Coman suggested having Toronto Premium Outlets as a location with the possibility of a digital touch screen sign. Other locations that were suggested are Downtown Georgetown and Glen Williams. K. Gastle suggested that the signs could include directions to other areas of the Town as well. Councillor A. Lawlor suggested pulling information from the map included on the brochure.

5. COMMITTEE MEMBER NEWS AND UPDATES

C. Bower advised that she attended the Rendez Vous conference last week in Toronto. A common theme throughout the conference was that people are seeing a lack of staffing resources.

S. Mazhari advised that the small business recovery program was recently launched including a 'Back to Business' webinar series.

K. Gastle advised that Norval had an art gallery open for the month of May, which included 130 participants. The art gallery will continue into June. The Lucy Maud Montgomery Garden is a participant with the Year of the Garden.

6. ITEMS TO BE SCHEDULED FOR NEXT MEETING

7. ADJOURNMENT

The meeting adjourned at 3:30 p.m.