



## Tourism Advisory Committee Minutes

**Date:** June 6, 2024  
**Time:** 10:00 a.m.  
**Location:** Council Chambers  
7 Broadway Street West  
Paris, ON

**Present:** Mayor Bailey, Councillors Oakley and Kyle, Members Pottruff, Stone, Pickering, Sinning, Howell, and Von Schleinitz

**Regrets:** Members Harder and Pate

**Staff:** Clements, Webb, and Pluck

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Member Stone in the Chair.

**1. Attendance**

Attendance was taken.

**2. Approval of Agenda**

Moved by Member Pickering  
Seconded by Member Pottruff

That the Tourism Advisory Committee agenda of June 06, 2024, be approved, with additions under Business Arising from the Minutes and Other Business.

**Carried**

**3. Declaration of Pecuniary Interests**

None.

**4. Delegations / Petitions / Presentations**

None.

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## 5. Adoption of Minutes from Previous Meetings

### 5.1 Tourism Advisory Committee Minutes of May 02, 2024

Moved by Councillor Oakley  
Seconded by Mayor Bailey

That the Tourism Advisory Committee minutes of May 02, 2024, be approved.

**Carried**

## 6. Business Arising from the Minutes

### 6.1 Zoning For Repurposed Barns and Glamping Pods

In response to questions regarding, Brandon Webb, Research & Marketing Economic Development Officer, advised that the zoning of repurposed barns and glamping pods is currently being investigated by staff.

### 6.2 Music in the Parks

Chair Stone noted that they have received inquiries from a resident regarding the criteria to be chosen to play at Music in the Parks. B. Webb noted that he will clarify this with Parks staff and follow up with the committee. Member Pickering noted there are opportunities to play music within downtown Paris and advised that the resident should contact the Paris BIA.

## 7. Staff Reports

### 7.1 Staff Update - D. Clements

Donna Clements, Tourism Coordinator, provided an update to the committee and shared that the Industry Partner Roundtable occurred on May 29th and was a successful event. She added that the County of Brant Chamber of Commerce recently celebrated the grand opening of their new office at Telfer Place, and highlighted other grand openings that took place in May and June. She noted that the Economic Development Strategy has been approved by Council, and that Economic Development is developing a business mitigation plan for the reconstruction of Grand River Street North. D. Clements highlighted upcoming Paris BIA and St. George Business Association events, and that the actions from the Arts, Culture and Heritage strategy are going well and the website will be updated to become more user friendly. She further presented that productions will be filming throughout the County over the month of June. D. Clements concluded with an update on tourism, noting the County was successful in securing a grant to assist in the distribution of the new Visitor Guide, which is nearly ready for print, and that staff are currently creating a sport coupon guide to be distributed to visitors attending the County for a sporting event or league.

In response to questions, D. Clements noted that a summary of points was compiled from the roundtable discussion and staff will be meeting to discuss what they will be able to work on.

The committee further discussed Jingle Bell Night and Mayor Bailey noted that he met with Chief Sherri-Lyn Hill and that the Six Nations of the Grand River would like to be involved with the event.

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7.2 Tourism Spending Analysis - B. Webb

B Webb presented the County of Brant Visitor Spending Analysis to the committee, noting this provides information on where spending in the County is taking place and where visitors are arriving from. He advised that the data was purchased from Moneris and is an estimate of the total market spend from 2019 and 2023 from visitors outside of a 40km radius of the County of Brant. B Webb spoke to the trends of the data, noting it will be used to inform marketing decisions going forward.

The committee discussed the analysis, highlighting other point of sale systems used within local businesses.

In response to questions, B. Webb noted that the data can be further broken down by postal code to see further spending trends.

**8. Communications**

None.

**9. Other Business**

9.1 Grand Trails

The committee discussed the Grand Trails, and D. Clements noted that staff have had meetings to look at ways to be involved with the organization.

9.2 Communities in Bloom

The committee discussed approaching horticulture societies and garden clubs throughout the county to increase the amount of orange flowers planted, ahead of the Communities in Bloom program.

**10. Next Meeting and Adjournment**

Committee adjourned at 11:00 am to meet again on July 4, 2024, at 10:00 am at the County of Brant Council Chambers.

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Secretary