



Tourism Advisory Committee Minutes

Date: October 3, 2024
Time: 10:00 a.m.
Location: Council Chambers
7 Broadway Street West
Paris, ON

Present: Councillors Kyle and Oakley, Members Pottruff, Stone, Pickering (arrived 10:08 a.m.), and Von Schleinitz (arrived 10:14 a.m.)

Regrets: Mayor Bailey, Members Harder, Pate, Sinning, and Howell

Staff: Gable, Webb, Beddard, and Pluck

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Member Stone in the Chair.

1. Attendance

Attendance was taken. The meeting proceeded for information purposes until 10:14 a.m. when Quorum was achieved.

2. Approval of Agenda

Moved by Member Pickering
Seconded by Member Pottruff

That the Tourism Advisory Committee agenda of October 3, 2024 be approved.

Carried

3. Declaration of Pecuniary Interests

None.

4. Delegations / Petitions / Presentations

None.

5. Adoption of Minutes from Previous Meetings

5.1 Tourism Advisory Committee Minutes of September 5, 2024

Moved by Member Pottruff
Seconded by Member Pickering

That the Tourism Advisory Committee minutes of September 5, 2024, be approved.

Carried

6. Business Arising from the Minutes

In response to questions, Zach Gable, Director of Economic Development & Tourism noted that Glamping is permitted within the County of Brant through On-farm Diversified Use zoning. He further advised that the new County of Brant Official Plan is currently waiting for approval from the Ministry.

7. Staff Reports

7.1 Culture Days Recap

Jazmin Beddard, Arts, Culture and Heritage Officer, updated the committee on Culture Days, noting there were 48 participating events over three weeks and that the festival hub day took place on September 28. J. Beddard advised that the Paris BIA reported an increase in business and traffic from Culture Days and that surveys are being reviewed.

7.2 Cobblestone Map

J. Beddard reported that the Cobblestone digital map has seen updates over the summer, and that work is being done with the County of Brant GIS team to create a virtual tour with GPS capability. J. Beddard concluded with noting that a Hamilton Spectator article was written about Paris with a focus on cobblestones.

7.3 Tourism Info Centre Report

Brandon Webb, Research & Marketing Economic Development Officer presented the Summer 2024 Tourism Report, noting the number of visitors attending the tourism booth and pop-ups in the summer months, and the top locations in which visitors travel from. B. Webb further advised on survey completions and key findings, and concluded with the pop-up booth locations.

In response to questions, B. Webb noted that having two visitor ambassadors this summer allowed for the collection of more data.

7.4 Staff Update

B. Webb provided an update to the committee on the County of Brant Chamber of Commerce, St. George Business Association, and Downtown Paris BIA. He noted that Salute to Brant was a successful event, and that a Downtown Dig forum will be held on October 16 at the River's Edge in Paris. B. Webb advised that a working draft of the Museum Sustainability Analysis is underway, and that an overview and recommendations are planned for November. B. Webb advised on events that occurred since the previous committee meeting and noted on further upcoming events within the County. He concluded with noting that County of Brant staff will be

attending training for the Heart of Ontario's Transformational Travel Design Program and that the County purchased advertising in Daytripper Magazine.

8. Communications

8.1 Tourism Advisory Committee Letter Regarding 2024 - H. Boyd & M. Connor

Discussion was held regarding the results of the County of Brant advisory committee review, with members expressing a need for further communication between the County of Brant Chamber of Commerce, Downtown Paris BIA, and the County of Brant.

In response to questions, Z. Gable advised that roundtable discussions are a beneficial format for engagement that would still be continued, and that additional opportunities for broader engagement are also being investigated.

9. Other Business

None.

10. Next Meeting and Adjournment

Committee adjourned at 10:57 a.m. to meet again on November 7, 2024 at 10:00 a.m. at the County of Brant Council Chambers.

Secretary