



Tourism Advisory Committee Minutes

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

Present: Mayor Bailey, Councillor Kyle, Members Pate, Pottruff, Stone, Pickering, and Von Schleinitz

Regrets: Councillor Oakley, Members Harder, Sinning, and Howell

Staff: Gable, Beddard, Denisova, Webb, and Pluck

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Member Stone in the Chair.

1. Attendance

Attendance was taken.

2. Approval of Agenda

Moved by Member Pate
Seconded by Member Pottruff

That the Tourism Advisory Committee agenda of November 7, 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 October 3, 2024

Moved by Member Pate
Seconded by Member Pickering

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

Carried

6. Business Arising from the Minutes

None.

7. Staff Reports

7.1 Special Events Recap and Update

Olga Denisova, Special Events & Filming Coordinator, appeared before the committee and presented the Special Events Recap and Update. She provided an introduction and overview to the Special Events Advisory Team (SEAT) and further presented on popular recurring events, the growth in SEAT Applications, attendance trends, event sizes, the impact on the community, and concluded with an overview of 2025.

In response to questions, O. Denisova advised that annual events have to reapply each year and that the ability to save applications is being worked on.

7.2 Transformation Travel Design Program Update

Jazmin Beddard, Arts, Culture and Heritage Officer, appeared before the committee and presented an update on the Transformation Travel Design Program. She provided a brief overview of the program and noted that staff were in attendance at the Transformational Travel Design program hosted by RTO 3.

The committee held discussion regarding the program.

7.3 Staff Update

Brandon Webb, Research & Marketing Economic Development Officer, appeared before the committee and presented a staff update. He noted that a grand opening took place for Riverside Bookshelf in Paris, and that the County's Downtown Dig Forum was a success. B. Webb provided an update on the St. George Business Association, County of Brant Chamber of Commerce, and Downtown Paris BIA, noting past and upcoming events. B. Webb further updated the committee on Arts, Culture and Heritage, as well as Tourism. He concluded with highlighting special events that took place between August and October within the County of Brant, and noted upcoming events in the coming months.

In response to questions, J. Beddard advised that there were approximately 2500 participants for Culture Days over the three weeks.

Further discussion was held regarding Jingle Bell Night.

8. New Business

8.1 Music on the Farm

Member Pate spoke to continuing a focus on AgriTourism and repurposing old barns, noting that there are farms across the province that offer concerts on their sites. He shared examples of farms that offer concerts, noting some venues offer additional camping opportunities.

9. Communications

None.

10. Other Business

None.

11. Next Meeting and Adjournment

Committee adjourned at 10:43 a.m. to meet again on December 5, 2024 at 10:00 a.m. at the County of Brant Council Chambers.

Secretary