



Tourism Advisory Committee Minutes

Date: December 5, 2024
Time: 10:00 a.m.
Location: Council Chambers
7 Broadway Street West
Paris, ON

Present: Mayor Bailey, Councillors Kyle and Oakley, Members Pate, Pickering (arrived at 10:21 a.m.), Pottruff, Stone, and Sinning

Regrets: Members Harder, Howell, and Von Schleinitz

Staff: Gable, Webb, and Pluck

Alternative formats and communication supports are available upon request. For more information, please contact the County of Brant Accessibility and Inclusion Coordinator at 519-442-7268 or by email accessibility@brant.ca

Member Stone in the Chair.

1. Attendance

Attendance was taken.

2. Approval of Agenda

Moved by Councillor Oakley
Seconded by Member Sinning

That the Tourism Advisory Committee agenda of December 5, 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 November 7, 2024

Moved by Councillor Kyle
Seconded by Member Pate

That the Tourism Advisory Committee minutes of November 7, 2024, be approved.

Carried

6. Business Arising from the Minutes

None.

7. Staff Reports

None.

8. New Business

8.1 Engagement Communication

In response to questions, Zach Gable, Director of Economic Development & Tourism advised that staff are exploring further engagement opportunities with regard to tourism, noting that a Public Engagement Framework Policy is in development. He further advised that roundtable discussions with operators will be an engagement format, with a roundtable tentatively being explored for February 2025. He concluded with noting that a Tourism Strategy for the County of Brant is being considered.

8.2 Wincey Mills Tourism Booth

In response to questions, Z. Gable advised that the Wincey Mills tourism booth is operating by County of Brant staff between May and August, and that additional information regarding tourism is available on the County of Brant website and within County flyers and brochures.

8.3 Rural CIP Update

Z. Gable appeared before the committee and presented on Rural Community Improvement Plans (CIP), noting the plan is still a draft. He provided a background on the Burford, Paris, and St. George CIPs, advised on the CIP uptake by year, and provided examples of façade projects that resulted from the plans. He advised that the intent of the Rural CIP is to support agricultural and the hamlets within the County of Brant, and he further identified potential grant streams for the plan.

In response to questions, Z. Gable advised that the draft plan will be sent to the province for review and will return to Council for approval.

8.4 Doors Open 2025

Z. Gable advised the committee of the Doors Open 2025 event run by the Ontario Heritage Trust, noting that the event will be hosted on May 10, 2025, in partnership with the City of Brantford and Six Nations of the Grand River.

8.5 2025 Tourism Roundtable Topic Recommendations

Brandon Webb, Research & Marketing Economic Development Officer appeared before the committee and advised that the County of Brant is planning to host a tourism roundtable in 2025 and is seeking input from the committee on potential topics of discussion. He advised that current topics of note are challenges in staffing and workforce demand, accessibility and inclusion, and reputation management.

Discussion was held regarding additional topics, noting the opportunity for businesses to share their stories as an additional discussion point.

8.6 Staff Update

B. Webb presented a staff update, advising that Economic Development staff are preparing the year-end report with an expected release in March 2025, and that staff are also exploring enhanced investment attraction marketing for 2025. He noted that the November 7th Brant Eats event was a success and provided an update on the County of Brant Chamber of Commerce, Downtown Paris BIA, and the St. George Business Association. B. Webb advised of upcoming special events within the County and shared that two events from Brant Culture Days were awarded and recognized by the province. B. Webb concluded with advising that staff are working with the RTO on Shoulder Season Marketing Initiatives including Brant Eats and Cobblestone Capital Tourism, and that the County of Brant will be launching a Brant Eat's social media campaign in partnership with restaurants.

In response to questions, Councillor Oakley advised that it is the intent for the Brant Eats event to be held at different locations each year.

9. Communications

None.

10. Other Business

Member Stone and Mayor Bailey thanked the committee for their time and contributions over the time of the Tourism Advisory Committee.

11. Adjournment

Committee adjourned at 10:38 a.m.

Secretary