



AGENDA
Wasaga Beach
Economic Development and Tourism Advisory Committee
Meeting

Wednesday, October 16, 2024, 10:00 a.m.
Council Chambers

Pages

1. CALL TO ORDER

Recommended Motion:

THAT the EDTAC approve the following changes to the agenda:

- Add item 5.3 Committee Annual Report to Council under unfinished business

1.1 Land Acknowledgement

The Town of Wasaga Beach acknowledges it is located upon the traditional territory of the Anishnaabe people of the Three Fires Confederacy and the Wyandot Nation.

We respect the spiritual interconnection among these nations to the land and to the water, and acknowledge that waterways were the lifeblood of the Indigenous people by trade and hunting routes.

We are dedicated to inclusivity of First Nations, Inuit and Metis people in our future stewardship of the land and the longest freshwater beach in the world. In the spirit of reconciliation, we welcome the opportunity of learning to be sustainable caretakers of the land and waterways for all future generations.

2. DISCLOSURE OF PECUNIARY INTEREST

3. ADOPTION OF MINUTES

3.1 Economic Development and Tourism Advisory Committee Meeting Minutes - July 30th

3

Recommended Motion:

Resolved that the Economic Development and Tourism Advisory Committee minutes of July 30th be accepted as presented.

4. DEPUTATIONS/PRESENTATIONS

5. UNFINISHED BUSINESS

5.1 TDMP Updates and Committee Action Items

5.2 Tourism Website

6. SUB-COMMITTEE REPORTS

7. NEW BUSINESS

7.1 Event & Festival Strategy Ideas

7.2 AMO Delegations

7.3 Staff Report on Land Acknowledgment

6

7.4 Beachfront Development Update

8. ITEMS FOR FUTURE MEETINGS

- Tourism Marketing Report
- Potential Photoshoot with Diverse Subjects
- Beachfront Development Update
- Feedback on Tourism Marketing Material
- Future Sub-committees
- Fireworks (Oct 2024, Director of Sports and Entertainment)
- T3 Accelerator (Oct 2024, RTO7 resource member)

9. DATE OF NEXT MEETING

10. ADJOURNMENT



MINUTES

Wasaga Beach Economic Development and Tourism Advisory Committee Meeting

Tuesday, July 30, 2024, 10:00 a.m.
Council Chambers

Members Present: _____ Steven Harlow
_____ Talbot Biermans
_____ Peggy Harris
_____ Dan Kardos
_____ Carrie Plater
_____ Ellen Timms
_____ Guy Patric Charrier
_____ Jenny Elmslie

1. **CALL TO ORDER**

10:04am

1.1 **Land Acknowledgement**

2. **DISCLOSURE OF PECUNIARY INTEREST**

None noted.

3. **ADOPTION OF MINUTES**

3.1 **Economic Development and Tourism Advisory Committee Meeting
Minutes - May and June**

Resolution No: 2024-EDO-10

Moved by: Carrie Plater

Seconded by: Ellen Timms

Resolved that the Economic Development and Tourism Advisory Committee minutes of May 15th & June 19th be accepted as presented.

CARRIED / DEFEATED / DEFEATED

4. **DEPUTATIONS/PRESENTATIONS**

5. **UNFINISHED BUSINESS**

6. SUB-COMMITTEE REPORTS

TDMP - Committee

7. NEW BUSINESS

7.1 Unverified Claims in the Media About Wasaga Beach Provincial Park

Discussion took place regarding the Council motion passed at the previous meeting, including the associated issues. Mrs. Monsma provided an update on staff efforts aimed at addressing the concerns.

7.2 Final Annual Report and Presentation

The committee reviewed the final report and discussed several additions, including the inclusion of trails and the Small Business Enterprise Centre. It was decided to invite representatives from the resource members to a upcoming fall meeting. The committee further discussed the events section of the report and agreed that attracting a signature food festival to the community would be beneficial, as many popular tourism destinations host such events, and we currently do not. With the report now finalized, Chair Harlow will present it on behalf of the committee at the August meeting.

7.3 Tourism Website Feedback

The committee discussed the new tourism website, and Ms. Monsma provided an update on the changes made in response to previous committee feedback. Key topics included the importance of showcasing a diverse range of images, better methods for promoting and communicating the trails in Wasaga, and the need to improve the business directory, as the current list is incomplete and may give visitors the wrong impression of the town's offerings. The committee also explored options for increasing user engagement on the site, such as utilizing programs like CrowdRiff. Additionally, members advised staff to incorporate language highlighting Wasaga Beach as the 'Music Capital of Ontario,' aligning with the town's branding goals. Staff will consider these suggestions for future website improvements.

7.4 Fireworks

The committee discussed the topic of fireworks and potential alternatives, weighing both the challenges and benefits associated with their use. While some members felt that fireworks should continue, others expressed the view that it may be time to end them. It was noted that a fireworks report had been submitted to Council within the past year. The committee agreed to add this report to the next meeting's agenda for further discussion.

7.5 TDMP

Staff provided an update on the ongoing implementation of the Tourism Destination Management Plan. This includes the creation of dedicated

landing pages to effectively communicate the plan to the public, as well as organizing engagement events for late fall and winter. Staff is also preparing a recommendation for the Municipal Accommodation Tax, which is one of the immediate action items outlined in the plan. Additionally, staff shared a list of action items for the committee to address. It was agreed that these will be discussed at the next meeting.

7.6 T3 Accelerator

Staff updated the committee on the T3 Accelerator Program, noting that it is still in progress and being actively executed. The committee suggested inviting RTO7 to an upcoming meeting to discuss the program, with the goal of increasing Wasaga Beach's involvement.

8. ITEMS FOR FUTURE MEETINGS

9. DATE OF NEXT MEETING

10. ADJOURNMENT

Chair Harlow adjourned the meeting at 12pm.



LAND ACKNOWLEDGEMENT



with Red Quills and Urban Inuit Identity Project





CONTENT

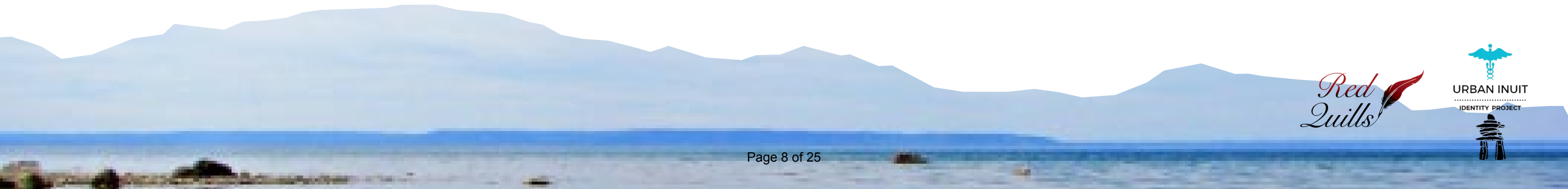
- 1.Into
- 2.What is a land acknowledgment
- 3.Importance Terms
- 4.Land Treaties & Historical Content
- 5.Exploring & Interpretation of Land
Treaties
- 6.Anishinabek
- 7.Petun
- 8.Indigenous People in Wasaga Beach
- 9.Resources

*Red
Quills*



INTRODUCTION

This presentation has been created to develop an understanding and acknowledging of the the truths of our history and the impacts of colonization of the Indigenous Peoples of what we now call Canada.



*Red
Quills*



LAND ACKNOWLEDGMENT

“The Town of Wasaga Beach acknowledges it is located upon the traditional territory of the Anishnaabe people of the Three Fires Confederacy. We also acknowledge that the people of the Wyandot Nation also inhabited these lands.

We acknowledge that these nations were sovereign nations existing before the arrival of settlers. We respect the spiritual interconnection among these nations to the land and to the water. We also acknowledge that waterways near us have a long history predating European arrival. Since time immemorial, waterways were the lifeblood of the Indigenous people by trade and hunting routes.

We are dedicated to inclusivity of First Nations, Inuit and Metis people in our future stewardship of the land. In the spirit of reconciliation, we welcome the opportunity of learning to be sustainable caretakers of the land and waterways for all future generations.”



PERSONALIZED

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*Red
Quills*



Important Terms

Indigenous Peoples: Is a collective name for First Nations, Inuit and Metis people who are the original inhabitants of the land that is now called Canada.

First Nation: First Nations are the descendants of the original inhabitants of Canada. Various nations, beliefs and languages exist within this group.

Inuit & Inuk: Inuit is the term for Indigenous peoples from Arctic North regions of Canada, Greenland and Alaska. Inuit is the plural form, while Inuk is the singular term.

Metis: The Metis are post-contact Indigenous Peoples. Metis refers to the people with roots in the Red River community or other historic Metis communities. While Metis refers to people of mixed Indigenous ancestry.

Traditional Lands or Territory: These are the lands upon which Indigenous people have historical and currently inhabit, including lands and waterways used for hunting, gathering and trade.

Reconciliation: An ongoing process of establishing and maintaining respectful relationships.

CONTACT

The lands were infiltrated by explorers, fur traders, Jesuits and missionaries.

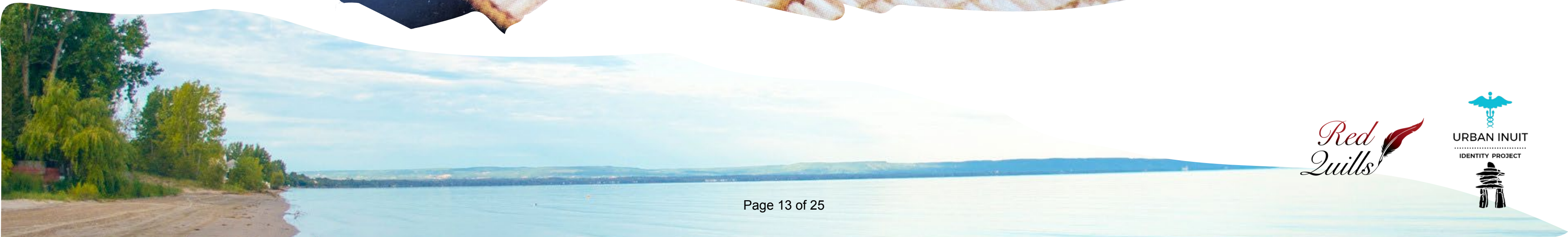
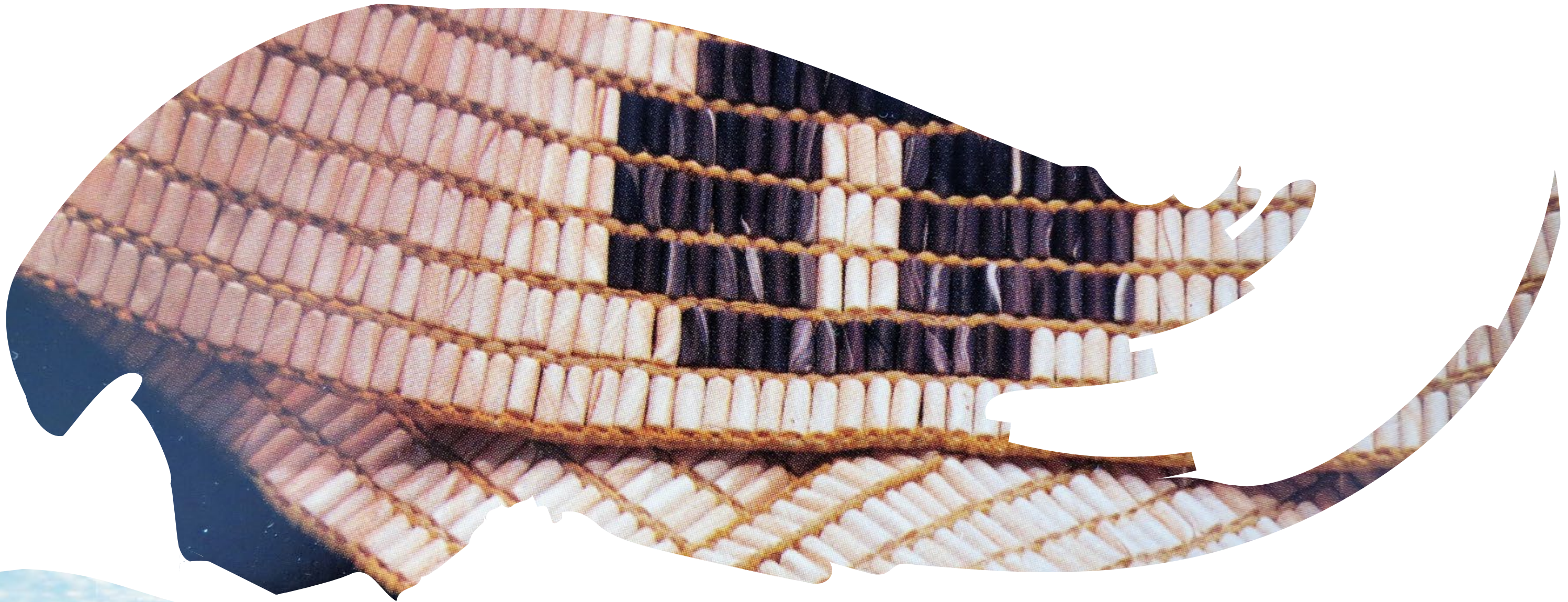


CHAMPLAN C.1603



C.1836

HISTORY







TREE MARKERS

Indigenous peoples have been using this land for thousands of years. Proof we utilized nature to help us along the way.

RIVERS & STREAMS

Indigenous peoples have used the rock caverns for many things such as passage ways and storing of food.





WATER IS LIFE

The waters were life, we used them to drink from, wash, clean, cook, water crops and the major use was transportation. The water ways were the life blood of travel, and this was the only way we traveled long distances.



ANISHNAABE (OJIBWAY)

Anishinaabe people lived in wigwams living in balance with mother earth.

TIONONTATE (PETUN)

Petun also lived in balance with the land and homes and everyday items were used from the land.



ANISHNAABE (ODAWA, POTAWATOMI, OJIBWAY)



The Anishinaabe in the area are
Saugeen, the Chippewas of
Nawash and Chiminising First
Nation and have been in this
area for a long time.



TIONONTATI (PETUN)



The Tionontati (Petun) known as
the tobacco nation or people of
the hills.



LANDSCAPE FOREVER CHANGED

The landscaped has forever changed
with the beach being a commodity.
Nothing compared to what existed
before the arrival of settlers.

Archaeological digs and report reflect
this as items found are minuscule, that
reflects the living in balance with the
land.



INDIGENOUS PEOPLE IN WASAGA BEACH

We are still here and its important
to recognize that we a re still here
and we continue to tread lightly
on the land.



Muckpaloo Ipeelie



Vanessa Kennedy

Nakurmiik/Thank You/Miigwecth



CORPORATE REPORT
The Corporation of the Town of Wasaga Beach
Meeting Date: 6/13/2024

DATE: 5/31/2024

SUBJECT: Revised Land Acknowledgement

CONTACT: Karla Findlay, Executive Assistant to Mayor, Council and CAO

REPORT NUMBER: 2024/06/13-07

RECOMMENDATION:

1. **THAT** the report titled: Revised Land Acknowledgement, to the Council meeting of June 13, 2024, be received; and
2. **THAT** the presentation from Muckpaloo Ipeelie of the Urban Inuit Identity Project be received; and
3. **THAT** Council adopt the revised Land Acknowledgement Statements (Appendix C & D) for use at the start of all council, committee and advisory committee meetings and other significant meetings and events.

EXECUTIVE SUMMARY:

- **The current Land Acknowledgement statement lacks specificity to the Town of Wasaga Beach. The revised statement proposed is a more accurate and meaningful recognition of the Town's commitment to recognizing, and working in partnership with, the First Nations, Inuit and Metis people.**

BACKGROUND:

Land acknowledgements recognize and honor the local Indigenous community, their historical and current connection to the land, and the impacts of colonialism. However, they risk becoming token gestures rather than a meaningful practice if not approached thoughtfully.

In September 2022, previous Council adopted the current Land Acknowledgement (Appendix A). This statement was a direct duplication of Clearview Township's, with the simple revision of the municipality's name.

Staff recommend revising the current Land Acknowledgement statement to be more accurate and meaningful to the First Nations that have, and currently, occupy our specific geographic region.

In late 2023, staff began working with the Inuit Identity Project to look for ways to promote greater inclusivity and increase First Nations representation in Town programming and events. Inuit Identity Project curated both the Pipe Ceremony and Art Exhibit in the RE/MAX Room during the Breaking the Ice Festival.

DISCUSSION:

Inuit Identity Project, in collaboration with Vanessa Kennedy of Red Quills, have authored the revised Land Acknowledgement statement.

During the June 13, 2024 Council meeting, CEO of the Inuit Identity project, Muckpaloo Ipeelie, presented Council with an educational session on the Indigenous groups that have occupied our region.

Wasaga Beach is located on the historical Lands of the Tionontati people, who were part of a larger Wyandot group until 1650. These lands spanned from Midland, Barrie to Craigleith and were collectively known as Wendake. The Beaver wars and European interaction weakened the Wyandot group and they left or became absorbed into local First Nations groups. Since that time, the Anishanaabe and Three Fires Confederacy, and Haudenosaunee groups have continued to care and use this Land.

The strong spiritual connection to the waterways for these First Nations groups is highlighted in the revised Land Acknowledgement statements.

The revised Land Acknowledgements also states our commitment to inclusivity and reconciliation as we move forward in being sustainable caretakers of the land and waterways.

Staff suggest using the **Revised Land Acknowledgement statement – long form** (Appendix C) during Council and inter-organizational meetings, and the **Revised Land Acknowledgement statement – short form** (Appendix D) during committee, and internal meetings.

CORPORATE IMPLICATIONS:

Financial Implications:

There are no financial implications for Council to consider.

Term of Council Priorities:

This report establishes the TOCP's #42 – Celebrate Diversity and Inclusion: Increase representation of First Nations in cultural events.

CONCLUSION:

The proposed revised Land Acknowledgement statement embodies a more accurate and meaningful recognition of the Town's commitment to recognizing, and working in partnership with, the First Nations, Inuit and Metis people. It emphasizes inclusivity and sustainable stewardship, and better reflects the spirit of truth and reconciliation.

Authored by:

Karla Findlay
Executive Assistant to the Mayor, Council and CAO

Appendices:

Appendix A:	Current Land Acknowledgement statement
Appendix B:	Revised Land Acknowledgement Package – Urban Inuit Project & Red Quills
Appendix C:	Revised Land Acknowledgement statement - long form
Appendix D:	Revised Land Acknowledgement statement - short form