



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 an 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.