



## MINUTES

### **a Beach Economic Development and Tourism Advisory Committee Meeting**

**Wednesday, June 18, 2025, 10:00 a.m.  
Council Chambers**

Members Present: Steven Harlow  
Talbot Biermans  
Peggy Harris  
Dan Kardos  
Carrie Plater  
Ellen Timms  
Kelly Kramer  
  
Kim Haider

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#### **1. CALL TO ORDER**

Chair Harlow called the meeting to order at 10:00am.

##### **1.1 Land Acknowledgement**

#### **2. DISCLOSURE OF PECUNIARY INTEREST**

No pecuniary interests were noted.

#### **3. ADOPTION OF MINUTES**

##### **3.1 Economic Development and Tourism Advisory Committee Meeting Minutes - April 29 and May 21**

The Committee reviewed past meeting minutes and discussed the motions related to the Beachfront Communications Recommendation that were passed in both April and May.

Staff and members agreed that the motion passed in May more accurately reflects the Committee's intent and is clearer in its wording. It was noted that although the Committee was aware at the time that a similar motion had already been approved in April, guidance was sought from the Clerk's Office on how best to proceed.

Following this advice, the Committee agreed that the April motion should be formally rescinded, and only the May motion will move forward to Council.

Following the motion to rescind the resolution from the April meeting, the Committee reviewed and discussed the minutes from both the April and May meetings with the noted amendment.

The following motion will be kept:

**Moved by:** Peggy Harris

**Seconded by:** Kelly Kramer

That the Economic Development and Tourism Advisory Committee reconsider the Beachfront Mitigation motion passed on April 29th, 2025, and that the Committee waive Rule 6.11(c) of the Town's Procedural By-law to allow this reconsideration to proceed at this meeting.

**CARRIED**

**Moved by:** Kelly Kramer

**Seconded by:** Carrie Plater

That the Economic Development and Tourism Advisory Committee reconsider the motion:

"THAT content be developed to inform residents and visitors that the beach is open for business, with many attractions to discover beyond Beach 1;

AND FURTHER THAT information be shared highlighting how the construction will enhance the beachfront, positioning it as a premier beach destination.

AND THAT strategy be developed to address and mitigate negative sentiment on social media related to the construction."

**DEFEATED**

**Moved by:** Kelly Kramer

**Seconded by:** Carrie Plater

Resolved that the Economic Development and Tourism Advisory Committee minutes of April 29th and May 21st be accepted as amended.

**CARRIED**

#### 4. **DEPUTATIONS/PRESENTATIONS**

None.

## **5. UNFINISHED BUSINESS**

### **5.1 Beachfront Mitigation Plan**

The Committee did a final review of the Beachfront Communications Recommendation that was drafted and passed at the previous meeting, confirming that it accurately reflects the Committee's intent and aligns with the Town's current communications efforts. This final version will now move forward to Council for consideration.

The Committee discussed opportunities to expand target marketing efforts to include Southwestern Ontario communities, recognizing them as a valuable audience for day trips and overnight visits.

The Committee also discussed exploring the feasibility of hosting a unique event or pop-up activation this summer to generate positive attention and draw visitors to the beachfront during the redevelopment period.

### **5.2 Ontario Games**

The Committee discussed the ongoing opportunity to host a future Ontario Games event. Chair Harlow and Miss. Monsma presented their findings on how Wasaga Beach's facility inventory and planned developments would align well with the requirements for hosting the 2029 Ontario 55+ Games.

The timeline for 2029 would allow the Town to complete key asset development, ensuring that suitable venues and amenities are in place to support the Games and maximize economic and community benefits.

**Moved by:** Kelly Kramer

**Seconded by:** Peggy Harris

THAT the Economic Development and Tourism Advisory Committee recommend to Council that the Ontario Games information package developed by the Committee be approved in principle, and that it be referred to WBSE staff for further review and a recommendation on its inclusion in the 2026 workplan.

**CARRIED**

### **5.3 MAT Recommendations**

The Committee continued its discussion on the Municipal Accommodation Tax (MAT), building on input gathered at previous meetings. Members reviewed the compiled list of suggested uses for MAT revenue and confirmed priorities for Wasaga Beach should Council move forward with implementing the tax.

Key points emphasized included:

The Committee's advice that MAT revenue should be directed specifically to tourism-related investments, to maximize its impact on destination development and marketing.

Support for allocating a portion of MAT funding towards public art initiatives, recognizing its value in enhancing the visitor experience and strengthening the Town's identity as a vibrant tourism destination.

The Committee's recommendation that increased MAT revenue be used to expand and strengthen the Town's tourism budget, ensuring funds are used directly to benefit the tourism sector.

**Moved by:** Kelly Kramer

**Seconded by:** Kim Haider

THAT the Economic Development and Tourism Advisory Committee recommend to Council that it approve the information provided by the Committee regarding the Municipal Accommodation Tax (MAT), and refer it to staff for consideration to include in the final staff report and the MAT funding use policy.

Steven Harlow: Yes; Talbot Biermans: No; Peggy Harris: Yes; Dan Kardos: Yes; Carrie Plater: Yes; Ellen Timms: Yes; Kelly Kramer: Yes; Kim Haider: Yes

**CARRIED**

#### **5.4 Summer Digital Campaign**

Miss Monsma provided a fulsome update to the Committee on the Town's 2025 summer tourism marketing efforts. She outlined the range of initiatives underway, including:

- Digital marketing campaigns targeting key visitor markets;
- Billboard placements along high-traffic travel corridors;
- Development and distribution of printed collateral to promote local attractions and events;
- Distribution of materials to visitor information centres across the region; and
- On-the-ground visitor support through Beachfront Ambassadors stationed at key locations to welcome and assist beachgoers.

The Committee asked questions and offered constructive feedback on ways to further strengthen outreach and messaging. Members suggested opportunities for improvement, including exploring additional channels, partnerships, and content ideas to better reach both residents and visitors.

The Committee expressed its support for the multi-faceted approach and emphasized the importance of continuing to build awareness that Wasaga Beach remains open and vibrant throughout the beachfront redevelopment.

**6. SUB-COMMITTEE REPORTS**

**6.1 Trails Sub-Committee**

Chair Harlow provided an update on the development of the Trails Subcommittee.

The goal is to align the subcommittee's focus with potential partnerships, including RTO7, Simcoe County Trails, Age-Friendly and Accessibility Committees, the Great Lakes Waterfront Trail, and the Nottawasaga Valley Conservation Authority (NVCA).

Member Kelly Kramer volunteered to serve on the Trails Subcommittee, adding valuable insight and support for future trails-related discussions and initiatives.

**7. NEW BUSINESS**

**7.1 RTO7 Visitor Intentions**

Deferred to next meeting.

**7.2 STR Education Session Update**

Miss Monsma provided an update and summary of her recent presentation to Council regarding Short-Term Rentals (STRs). She outlined the key points shared with Council, including ongoing efforts to address illegal use of STR properties as long-term rentals, which is not permitted under the current licensing framework.

She highlighted the importance of continued education and enforcement to ensure compliance.

**8. ITEMS FOR FUTURE MEETINGS**

**8.1 Events Strategy**

**9. DATE OF NEXT MEETING**

**10. ADJOURNMENT**