



MINUTES

Wasaga Beach Economic Development and Tourism Advisory Committee Meeting

Wednesday, April 24, 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

Chair Harlow called the meeting to order at 10:05am.

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 - DATE

Resolution No: EDTAC-2023-07

Moved by: Ellen Timms

Seconded by: Carrie Plater

Resolved that the Economic Development and Tourism Advisory
Committee minutes of March 27th be accepted as amended

CARRIED / DEFEATED / DEFEATED

4. DEPUTATIONS/PRESENTATIONS

None.

5. SUB-COMMITTEE REPORTS

6. NEW BUSINESS

6.1 Update on Beachfront Redevelopment

At the meeting, Andrew McNeill, CAO, provided an update on the beachfront development project in collaboration with the Fram and Sunray group. Mr. McNeill reported that the project is progressing positively. He announced plans for a public meeting in June to unveil the concepts developed by Fram, seeking community feedback and addressing any inquiries. The committee will receive an invitation to attend once the date is finalized.

6.2 Ontario Parks Update

Andrew McNeill, CAO, joined the meeting to provide updates on collaborative initiatives with Ontario Parks and the Ministry of Tourism aimed at enhancing community parks to increase their appeal to both tourists and residents, ensuring their potential is fully realized. Following his presentation, Mr. McNeill engaged in a Q&A session with the committee, addressing their inquiries.

6.3 Intergovernmental Efforts

Sandra Watts, Director of Communications and Intergovernmental Affairs, attended the meeting to deliver an update on the town's ongoing advocacy efforts. Ms. Watts highlighted collaborations with the Ministry of Tourism and the Ministry of Education, among others. Following her presentation, Ms. Watts fielded questions from the committee.

6.4 Town Branding

Sandra Watts, Director of Communications and Intergovernmental Affairs, joined the meeting to offer the committee insights into town branding, including the history behind the adoption of a new brand in early 2023. Sandra emphasized the role of the committee as brand ambassadors for the town. Following her presentation, Ms. Watts addressed questions from the committee regarding town branding.

6.5 Annual Report to Council

Mrs. Monsma reminded the committee of the annual report obligation to council, underscoring the importance of meeting this requirement as a committee. Chair Harlow graciously volunteered to lead the report's preparation and invited other committee members to join the effort. Mrs. Platter volunteered to assist, and it was decided that a planning meeting for the report would take place ahead of the next scheduled meeting.

6.6 TDMP Update

Ms. Monsma delivered an update to the committee regarding the TDMP. She informed members that the consultant from Brain Trust is in the final stages of crafting the strategy. Upon staff approval, the finalized strategy will be presented to council for their consideration and adoption

6.7 Ec Dev Priorities

Ms Monsma presented the committee with a range of initiatives aimed at supporting economic development priorities through active community engagement. These initiatives include the 'Proud to be Wasaga Beach' campaign, a 'Shop Local' initiative, planning job fairs and efforts to attract the filming industry, among others. The committee will delve deeper into these options at our next meeting, selecting projects to pursue and recommend to Council.

7. ITEMS FOR FUTURE MEETINGS

The committee discussed agenda items for upcoming meetings. It was decided that the next meeting will focus on discussing the annual report, appointments to the committee, and receiving an update on the Transportation Demand Management Plan (TDMP).

Resolution No: EDTAC-2023-07

Moved by: Carrie Plater

Seconded by: Ellen Timms

THAT the committee recommends to Council, in order to enhance the 50th anniversary celebration, directing staff to explore the option of developing and installing a Time Capsule and to explore requesting that the province declare the anniversary day as 'Wasaga Beach Day,'.

CARRIED / DEFEATED / DEFEATED

8. DATE OF NEXT MEETING

9. ADJOURNMENT

Chair Harlow then adjourned the meeting at 12pm.