



MINUTES

Wasaga Beach Economic Development and Tourism Advisory Committee Meeting

Wednesday, June 19, 2024, 10:00 a.m.
Council Chambers

Members Present: Steven Harlow
Peggy Harris
Dan Kardos
Ellen Timms
Guy Patric Charrier
Leslie Farkas

Members Absent: Talbot Biermans
Carrie Plater

1. **CALL TO ORDER**

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

1.1 **Land Acknowledgement - Updated**

2. **DISCLOSURE OF PECUNIARY INTEREST**

None noted.

3. **ADOPTION OF MINUTES**

Minutes from the May meeting will be provided at the regular scheduled meeting in July.

4. **DEPUTATIONS/PRESENTATIONS**

5. **UNFINISHED BUSINESS**

5.1 **Annual Report**

The committee discussed the Year in Review annual report required by the terms of reference. They reviewed the draft report prepared by Chair Harlow and Carrie Plater. The committee went over all the projects undertaken since its inception and discussed Economic Development and Tourism priorities for the coming year. These details will be included in the annual report to Council. The committee noted that the work done by

Chair Harlow and Ms. Plater was excellent and expressed their gratitude for their efforts.

6. SUB-COMMITTEE REPORTS

7. NEW BUSINESS

7.1 TDMP - Approved

K. Monsma updated the committee that the TDMP was approved by Council at the last meeting, with unanimous support from all Council members following Brain Trust's presentation. The committee reviewed the action items to ensure awareness of upcoming tasks. K. Monsma will include these action items on the agenda as they arise and remove them once completed. The committee will begin working on these items at the next meeting. Additionally, K. Monsma will send the TDMP to RTO7, Tourism Simcoe, the Ministry of Tourism, Culture and Sport, and the Provincial Parks. An announcement from the Town regarding the TDMP and the new tourism website will be made shortly.

7.2 Tourism Website

K. Monsma presented the new Tourism website to the committee, demonstrating how to navigate it. The committee offered initial thoughts and feedback. She requested that the committee review the website further and provide additional feedback at the next meeting.

7.3 Terms of Reference Update

K. Monsma updated the committee that Council has approved the updated Terms of Reference, and the committee's recommendation was accepted

7.4 Summer meeting dates

The committee agreed to hold meetings throughout the summer.

8. ITEMS FOR FUTURE MEETINGS

- WSE Update - Josh Pallas Staff Report on Land Acknowledgment Tourism Marketing Report Potential Photoshoot with Diverse Subjects

9. DATE OF NEXT MEETING

10. ADJOURNMENT