



MINUTES

TOURISM ADVISORY COMMITTEE

TUESDAY, MARCH 26, 2019

11:45 A.M.

TIM HORTON'S COMMUNITY ROOM
BRANTFORD VISITOR & TOURISM CENTRE
399 WAYNE GRETZKY PARKWAY
BRANTFORD, ONTARIO

Sara Munroe
Arts & Culture Coordinator

Please note: Agenda is available on-line at www.brantford.ca

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**TOURISM ADVISORY COMMITTEE
MINUTES
TUESDAY, MARCH 26, 2019
11:45 A.M.
BRANTFORD VISITOR AND TOURISM CENTRE**

David McKee in the Chair

The meeting was called to order at 11:55am.

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| 1. ROLL CALL |
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PRESENT: David McKee, David Prang, Pat Fergus, Kirby Brown, Bev Scott, Wiktor Kulinski, Karen McCall, Councillor Joshua Wall, Russell Press, Keri Korfman

REGRETS: Janis Monture

STAFF: Nicole Drake, Glenn Brown (arrived at 11:55am), Sara Munroe (Recording Secretary)

1.0 Roll Call

2.0 Declaration of Conflict of Interest

There were none.

3.0 Presentations/Delegations (list, if any, available at meeting)

3.1 Tourism Division Marketing Overview Presentation – Nicole Drake, Manager, Tourism & Marketing

Nicole Drake provided an overview of the Tourism Division's marketing efforts in its seven core markets. The Division's Marketing Plan is driven by the 2016 Economic Development and Tourism Strategy, which included extensive public consultation.

There are three levels of tourism marketing in the Province. Destination Ontario is provincial, and the Province is working on the upcoming Ontario Tourism Strategy (June 2019). Brantford's goals align with the provincial collaborative, visitor-first approach to tourism. We are also part of Hamilton Halton Brant regional Tourism Association (RTO3), and we align our marketing with what they do.

Our newest core market is Individual Business/Corporate Travel, which was identified through the Economic Development and Tourism

Strategy (2016), because of the growth of international industry in Brantford.

Keri Korfman arrived at 11:52am.

We also have several core services: visitor services, communications, industry relations, destination development, and cultural services. Industry relations includes our BR&E program. Destination development includes infrastructure development initiatives, such as improving river access and working across jurisdictions. Cultural services includes arts grants, cultural development, and public art.

Keri Korfman asked whether there will be updated signage along the trails to lead trail users to destinations in Downtown Brantford. Nicole Drake noted that yes, Parks Services has been working on signage initiatives.

David Prang asked Russell Press how the City and County of Brant's marketing approach differs. Russell noted that Brant's focus on sport is lower, but they have a growing agri-tourism market.

Kirby Brown asked about the new sports facilities, and how to take advantage of these, for example the Kiwanis Field. Nicole noted that new infrastructure is considered for bids where appropriate. For example, the Brantford Police are looking at hosting the Special Olympics, and plan to use that field. We are also now considering the new YMCA facility when looking at the community hosting events.

Bev Scott asked what market is Tourism Brantford's focus. Nicole noted that Council has directed priority to sport, motor coach, and meetings and conventions. The one that we are asked most about at the Visitor & Tourism Centre is the leisure market, and arts and culture. For sport tourism, the department is completing the Municipal Sport Tourism Strategy to guide the strategic growth of this market. We are now working on balancing local users and sport tourism.

Kirby asked whether we could have a presentation from RTO3. Bev Scott noted that Maria Fortunato is interested in coming to speak to the Committee.

Bev asked whether the Grand River is part of the sporting complement; Nicole noted that in theory, yes, we can use the Grand River; the trails are already part of sporting events. The Grand River is not currently being used for sporting events in bids. Russ noted that the County of Brant has looked into having events on the Grand River, but there are thousands of people that would be displaced; there are areas where the river can be cordoned off if needed.

3.2 Sanderson Centre for the Performing Arts 100th Anniversary, “A Century of Applause” – Glenn Brown, Theatre Manager

Glenn Brown presented information about the past year’s programming at the Sanderson Centre for the Performing Arts (SCPA), and the upcoming 100th Anniversary programming. 2018 was a very busy year with 216 days of bookings, including 150 public events. They are operating at a much higher level than previous years. There were 79,000 attendees.

Dance competitions are primary driver for overnight stays, but it is difficult to track the number of people who attend the events; the Sanderson Centre counts the number of dancers.

In December, the SCPA will be celebrating 100 years in operation. Until about 4 years ago, the SCPA was operated by a Board of Directors. Staff has updated their vision and mission statement to provide clarity moving forward about what is important to the organization. Staff has also developed strategic intentions.

This season will include a Vaudeville series, a film series, and a performance series to celebrate its three lives over the past 100 years. They are now adding a new member program with different benefits than the Centre Stage Patrons, including new commemorative items, access to behind-the-scenes opportunities, etc.

Some centennial events are being planned, including a community celebration, a Gala Anniversary Event (December 22, 2019), an international series, and building tours. They also have a commemorative program planned, including a commemorative book, a time capsule, historic stage drapery, and merchandise with help from the Sanderson Centre Foundation.

The Centennial Season Announcement will be on June 18 at 6pm. All TAC members will be invited to attend.

Councillor Wall asked Glenn to give the Committee some insight into some lesser known facts about the SCPA. Glenn noted that when the SCPA was a Vaudeville Theatre, it had a local orchestra, with touring performers; someone in the orchestra would collect performers’ photos and glued them onto cabinets and fire doors. The saved photos are in the Walls of Fame in the SCPA. That tradition has continued since 1986 to celebrate the history of the space.

Councillor Wall asked Glenn to elaborate on the SCPA’s accessibility. With the exception of the lower lobby, Glenn noted that the entire public area is wheelchair accessible. They recently renovated dressing room

and the washing rooms to be fully accessible. The SCPA was the first performing arts centre to have a system called BlindSquare for people with vision impairments to navigate the building. BlindSquare is also developed, and is testing in Brantford, to use GPS along the river to help with navigation. Other accessibility projects coming up include: public wifi, relaxed performance spaces and social stories in advance of the visit for individuals with autism to reduce stress levels.

City Council has approved tiered seating to allow alcohol into the auditorium during the 2019 budget process.

Russell Press noted that any motor coach shows they go to, people know about the Sanderson Centre.

**Motion: Councillor Wall
Second: Bev Scott**

THAT the presentations be RECEIVED.

CARRIED

4.0 Items for Consideration

4.1 Tourism Advisory Committee 2019 Priorities

Nicole Drake provided a summary of the discussion from the January meeting. There have been two ideas proposed since January. Nicole reminded the Committee that TAC must decide what they would like to have on their agendas, and provide staff some direction.

Karen McCall would like the committee to learn about accessible tourism, and recommended a possible speaker from London about their Accessible Tourism Strategy.

Bev Scott would like to hear from Ontario by Bike.

Lori-Dawn Cavin has requested that she speak to TAC in April about major events, specifically Canada Day, and is seeking assistance with visitor tracking and whether TAC has insight into how to capture visitors at large-scale events.

Bev Scott noted that RTO3 could come to present in May.

**MOVED BY: Bev Scott
SECONDED BY: Kirby Brown**

THAT staff be REQUESTED to INVITE presentations from Lori-Dawn Cavin and a representative from Ontario by Bike at the April

TAC meeting; Maria Fortunato from RTO3 at the May TAC meeting; and someone to speak about accessible tourism at the June TAC meeting.

CARRIED

5.0 Consent Items

5.1 Minutes

**MOVED BY: Wiktor Kulinski
SECONDED BY: Bev Scott**

THAT the following Minutes BE ADOPTED:

5.1.1 Tourism Advisory Committee – January 22, 2019

5.1.2 Tourism Advisory Committee – February 26, 2019

CARRIED

5.2 Council Update

Councillor Wall gave an update and noted:

- The 2019 budget has not been ratified yet.
- It is very likely that alcohol will be permitted in the SCPA auditorium.
- There is a 2019 budget public meeting on April 2.
- Councillor Wall, Vicki Armitage, and Nicole Drake attended the Grand River Tourism Visitor Development Forum at Cambridge Mill. If the forum is hosted again, the City of Brantford is interested in hosting in 2020.

Councillor Wall left at 12:56pm.

5.3 Department Update

Nicole Drake gave an update and noted:

- The next Sport Networking event is scheduled for April 11.
- The Ontario 55+ Games were awarded to the County of Brant and City of Brantford, with the official announcement on February 19.
- The Municipal Sport Tourism Strategy is nearly complete.
- The new City of Brantford website was launched on February 12.
- The Bell Memorial plaque was stolen, but found by Brantford Police and returned to staff on March 25.

- Donna Clements attended the Canadian Sport Tourism Alliance Marketplace and met with 15 provincial and national sport organizations.

Councillor Wall returned to the meeting at 12:58pm.

- Donna attended the Heartland Travel Marketplace with the County of Brant and met with 38 tour operators.
- The Explore the Grand publication is well underway and will drop in mid-April. The website will be updated for April 1.
- There is an April 24 webinar with Ontario by Bike.

MOVED BY: Karen McCall

SECONDED BY: Bev Scott

THAT the Council and Department Updates BE RECEIVED.

CARRIED

6.0 Working Groups, Sub-Committees and Liaisons

6.1 County of Brant Tourism

Russell Press gave an update and noted:

- Dani McComb is back from her parental leave.
- Economic Development and Tourism is moving to Suite 207 in Wincey Mills.
- The consultants have indicated that County's Economic Development and Tourism Strategy is near completion.
- Two events were named in the FEO Top 100: Paris Fair and St. George AppleFest.
- The County and City are working with RTO on Brantford-Brant Cycling Loop.
- Russ would welcome opportunity to partner on hosting Grand River event.
- The Paris to Ancaster entries are "through the roof," including a lot of people from Europe.
- The Brant.ca/ourbrant Corporate Strategic Plan update is underway.
- The municipality is updating their website.

Bev Scott left the meeting at 1:00pm.

Karen McCall left the meeting at 1:01pm

6.2 Six Nations Tourism

There was no update.

6.3 Chamber of Commerce Brantford-Brant

David Prang gave an update and noted:

- Their AGM is sold out for first time with over 100 participants.
- The Business Excellence Awards ticket sales are going well. Videos have been shot.
- Their MP/MPP Breakfast sold out on March 1.
- Charlene Nicholson and David Prang attended the Ontario Chamber of Commerce Advocacy Awards at Queen's Park; they spoke about broadband infrastructure with the Minister.
- David brought up the issue of the negative Globe and Mail articles regarding downtown Brantford. From the Chamber's perspective, they would like to help coordinate a more positive response to the unfortunate news. How can we respond with partners to such poor news to try to talk about some of the good things happening in Brantford as well?

6.4 Brantford Cultural Advisory Committee

There was no update.

6.5 Cultural and Built Heritage Grant Program Advisory Committee

Pet Fergus gave an update and noted:

- Applications for the grant program are due May 31. They meet in June to review applications.

6.6 Downtown Brantford BIA (DBBIA)

Keri Korfman gave an update and noted:

- The DBBIA is bringing in programs to train frontline workers and business workers for how to deal with difficult people and situations.
- They are working on an outreach program for this summer
- They have an exciting public art project with Glenhyrst underway.
- They are partnering with the SCPA for their 100th Anniversary.
- It is the Brantford Public Library's 135th anniversary this year

6.7 Cycling Tourism Working Group

There was no update.

MOVED BY: David Prang
SECONDED BY: Kirby Brown

**THAT the Working Groups, Sub-Committees and Liaison Updates
BE RECEIVED.**

CARRIED

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| 7. RESOLUTIONS |
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There were none.

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| 8. NOTICES OF MOTION |
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**MOVED BY: David Prang
SECONDED BY: Kirby Brown**

THAT a discussion regarding the creation of a Multi-Partner Network to spread positive news about Brantford BE ADDED to the April TAC agenda under Items for Consideration.

CARRIED

Staff will invite Maria Visocchi, Director of Communications and Community Engagement, to the meeting.

The Committee noted that the City does not often brag about its successes.

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| 9. DATE OF NEXT MEETING |
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The next meeting is Tuesday, April 23 at 11:45am.

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| 10. ADJOURNMENT |
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MOVED BY: Councillor Wall

THAT the meeting BE ADJOURNED.

The meeting was adjourned at 12:31pm.