



## CLARINGTON TOURISM ADVISORY COMMITTEE

### Minutes of Meeting

May 3, 2021 9AM  
Teleconference

#### Members Present:

Fred Archibald, Chair  
Petra Schwartz  
Laura Holmes  
Christine McSorley  
Evan King  
Bonnie Wrightman, CBOT  
Councillor Ron Hooper, left at 10:20AM

#### Regrets:

Amy Verwey  
Ann Harley  
Brandon Pickard, Durham Tourism

#### Staff:

Ashlee Kielbiski, Tourism Programmer and Staff Liaison  
Nancy Delvecchio, Community Services  
Lee-Ann Reck, Client Services Manager

#### 1. Call to Order

- Meeting was called to order 9:02 AM

#### 2. Adoption of Agenda

Moved by, Councillor Ron Hooper, seconded by, Petra Schwartz

That the agenda for May 3, 2021 be adopted. Carried

### **3. Approval of December 12, 2020, Meeting Minutes**

Moved by, Petra Schwirtz, seconded by, Councillor Ron Hooper:

That the meeting minutes of February 12, be approved. Carried

### **4. Pecuniary Interest/Conflict of Interest**

- This was discussed as TAC has not included this in previous meetings.
- Discussion around determining if there is a direct, indirect or pecuniary interest. Councillor Hooper gave some very helpful real-life examples for the Committee.
- The Committee understands this as a direct personal benefit to your or your business and how to excuse yourself from the conversations/votes.

### **5. Municipal Re-opening plan**

- Municipal control group made up of department heads, Mayor Foster, and key staff meet twice a week and up to once a day when there is rapid change.
- Discussions currently include summer plans, and what ,and how events may be able to proceed.
- Fireworks were banned because they promote social gatherings
- A Community Services senior leadership team meet every three weeks or as needed.
- We are not encouraging people to come to our community. We are planning on a gradual re-opening in line with the Provincial framework
- Staff have a framework in place depending on which level we enter back into after the stay at home orders are lifted.

A note on budget:

- The budget process is lead by the Financial Services division and gets presented to Council in January/February. This year was a unique circumstance as we had to make one-time COVID adjustments to revenue and expenses in an attempt to minimize the impact on resident tax bills. We hope to submit a more normal budget for 2022
- A benefit to Tourism moving to Community Services is working with a larger team. Community Development receives any funding opportunities – Provincial and Federal and works with anyone in the corporation to get this funding.
- Where there may not be a full budget for certain projects, we work closely with our partners, including: CBOT, Durham Tourism, Central Counties Tourism

### **6. Review Terms of Reference**

- The Committee took the opportunity to review the terms of reference as to ensure the Committee remains on track.

- Moving forward the Chair and staff liaison will enforce these terms of reference.

#### **7. OBIAA Update**

- Various BIAs throughout Ontario meet weekly to discuss challenges and opportunities as COVID continues, and we start looking at recovery.
- Outside of the box thinking is shared for tourism and events.
- Partnerships are key.
- Bowmanville BIA is in line with the rest of Ontario and the community needs to work together to gradually bring more people in when it is safe to do so.

#### **8. Gates Open Update**

- Gates Open is currently sitting with Durham Tourism and Durham Farm Fresh. We are waiting until Durham Region Health gives the go-ahead to start planning.
- Once Durham Tourism and Durham Farm Fresh have a plan, they will share actionable items with the Committee. We will create a working group responsible for these action items. This will include, but not limited to, increasing Clarington's participation in this event.

#### **9. Re-opening within Provincial Framework – Tourism**

- Staff are prepared for the Provincial Framework once stay at home orders are complete.
- Staff is considering a reciprocal program/passport/coupons tourism product that would incentivize residents to move around Clarington safely while supporting more than one business.
- Staff and CBOT brainstormed reopening, recovery and retention ideas.
- CBOT will be calling all tourism businesses asking them how they can best support the businesses during this time, while also asking if they would like to be a part of such program.
- The Committee was very interested in this idea to experience Clarington and enjoy what we can while supporting local business

#### **10. CBOT Update**

- CBOT will be making calls to tourism stakeholders and working with Tourism staff to create a strategy to support the operators, listen to their challenges, and help provide tools and support they need for short and long terms recovery.
- Stakeholders will be asked if they would like to take part in a new tourism product to incentivize residents to support local.

#### **11. Other Business**

- The Committee followed up on the Municipal branding strategy and where it currently stands.

- It is currently with the CAO's office. Staff will follow up with a general timeline to bring back to TAC.

**12. Date of next meeting:**

- Date to be confirmed and Ashlee Kielbiski to send information early June.

**13. Motion to adjourn**

Moved by Christine McSorely, seconded by Evan King. Carried.

The meeting concluded at 10:26 a.m.