

AD-HOC TOURISM COMMITTEE

MINUTES OF MEETING 1-2018

Thursday, April 5th, 2018 @ 8:00 a.m.
Town Hall Boardroom

I. Attendance

Gail Laird, Chamber of Commerce
Mel Blimkie, BIA & NHA/NHL Museum
Kaitlynd Topham, BIA Administrator
Christina Ouellette, BIA
Sue McSheffrey, McDougall Mill Museum
Stephanie Jamieson, Metroland Media
Jean Hughes, MyFM
Jennifer Charkavi, Deputy Clerk
Victoria Thomas, BR&E Coordinator

II. Declaration of Pecuniary Interest

None Declared.

III. Delegations/Deputations

IV. Confirmation of Meeting Notes

MOVED by Gail Laird, Mel Blimkie,

THAT the minutes of Meeting 2-2018 of the Ad-Hoc Tourism Committee be reviewed and adopted as printed.

- CARRIED -

V. New and Unfinished Business Arising

i) **Taste of the Valley Update -**

The Town has agreed to coordinate the Renfrew Taste of the Valley event scheduled for September 22, 2018 from 8:00 a.m.-3:00 p.m. The Location of the event will be at Ma-Te-Way with indoor and outdoor spaces. The event is posted on the Town website and has its own Facebook page that has received a lot of interest already (there are already vendors registered to participate). Committee members are asked to direct anyone interested in participating in the event to the Town website.

ii) MyFM Home Show Update

The Town has purchased a space for the home show (April 20-21). Deputy Clerk Charkavi discussed items that Town would have available at the booth. It was also suggested that the Town be placed with the BIA and Chamber tables.

iii) Craft Beer Festival Update

Deputy Clerk Charkavi announced that KIN Vineyards has been confirmed for the Craft Beer Festival which will further diversify the events offerings. Ms. Oulette suggested a new element to include at the event – a pop up photo booth. Deputy Clerk Charkavi instructed Ms. Ouellette to contact the business owner for more details to see if the business owner was interested in registering for the event.

In other news, the OVTA approached Town staff to enter the Craft Beer Festival into the *Special Event of Year* category for their annual awards competition and the event is a finalist. The winner will be announced at the OVTA Annual General Meeting April 30th – which is being held at Santa Fe. Since the event is being held in Renfrew the Town will be providing take-aways to put in the events loot bags. If any members of the Committee wish to contribute to the loot bags they are welcome to do so and should coordinate with Deputy Clerk Charkavi.

VI. OTHER BUSINESS

VII. Next Meeting

- The next meeting is scheduled for May 10, 2018 at 8:00 am.

VIII. Adjournment

Time of adjournment 8:20 a.m.