

AD-HOC TOURISM COMMITTEE

MINUTES OF MEETING 9-2017

Wednesday, December 7th, 2017 @ 8:00 a.m.
Town Hall Boardroom

I. Attendance

Arlene Jamieson, Councillor (Chair)
Gail Laird, Chamber of Commerce
Mel Blimkie, BIA & NHA/NHL Museum
Kaitlynd Topham, BIA Administrator
Christina Oulette, BIA
Alicia Whyte, Metroland Media
Jean Hughes, MyFm
Sue McSheffrey, McDougall Mill Museum
Jo-anne Caldwell, Program Developer
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 Jean Hughes, Gail Laird

THAT the minutes of Meeting 8-2017 of the Ad-Hoc Tourism Committee be reviewed at the next scheduled meeting and adopted as printed.

- CARRIED -

V. New and Unfinished Business Arising

i) **Craft Beer & Food Truck - Evaluation**

Committee discussed the festival and how well received it was by the community. Deputy Clerk Charkavi reviewed the money brought in as well as the glasses sales. The Committee also reviewed the number and type of required food trucks, available tents, and porta-potties and what should be planned for next year.

Committee also discussed how to count the attendees for next year's event and the importance of inviting downtown businesses to offer specials/deals during the festival to encourage participants to shop downtown during event.

ii) Date for 2018 Festival

Committee chose the date of Saturday October 13 for the 2018 festival.

iii) Santa Claus Parade - Evaluation

Members of the BIA reviewed the 2017 night time parade and made a few suggestions that will be incorporated into next year's event. The event was well received and many positive comments were provided. Discussion was had on pushing back the start time of the parade. Discussion took place on how to ensure there are bands secured in next year's parade.

iv) Volunteers for Bluegrass Festival & SawTech Sport & Leisure Show

Councillor Jamieson advised Committee that volunteers will be needed for the upcoming Bluegrass and SawTech events, and she encouraged Committee members to spread the word. Discussion was had on how many volunteers will be required and what jobs will need volunteers.

v) BIA Booklets for Bluegrass

Councillor Jamieson requested the BIA to look into providing coupon booklets to the patrons who will be attending the Bluegrass Festival as a way of encouraging them to take advantage of the shopping downtown. Members of the BIA commented that the booklets are costly and do not bring in that many extra shoppers. They added that a nice brochure highlighting downtown shopping could be provided instead. Discussion was also had on if a Bluegrass patron came into a shop with their wristband they could receive a discount from participating stores.

vi) SawTech Update

Committee was provided an update on the upcoming SawTech event which is planned for the following weekend after Bluegrass.

VI. OTHER BUSINESS

BR&E Coordinator Thomas provided an overview of what her role will be the jobs lined up for the next few months. She discussed the Economic Development Advisory Committee and that they will begin to meet in the new year.

BR&E Coordinator Thomas also discussed the need for volunteers not just for her project but across all organizations. She highlighted a program that she used at her previous place of employment and was directed to investigate different volunteer website platforms.

Volunteers were discussed, the lack of and the recognition of. Councillor Jamieson suggested that the Town of Renfrew sponsor a Volunteer of the Year award through the Chamber of Commerce Awards Gala for a cost of \$500. Councillor Jamieson stated that she will take this to the Economic Development & Tourism Committee.

VII. Next Meeting

- The next meeting is scheduled for February 1, 2018 at 8:00 am.

VIII. Adjournment

Time of adjournment 8:45 a.m.