



TOURISM STRATEGY COMMITTEE MEETING MINUTES

January 29, 2024, 10:00 a.m.

Members Present: Andrew Niven - Chair, Robin Garrett - Vice -Chair , Councillor - Wendy Cheropita, Vladimir Haltigin, Tim Jennings, Erica Lepp, Richard Mell, Mark Torrance, Minerva Ward

Members Absent: Maria Mavridis

Staff Present: Shannon Mista - Legislative and Committees Coordinator

1. CALL TO ORDER

The meeting was called to order by Andrew Niven, Chair at 10:00 a.m.

2. ADOPTION OF AGENDA

Moved by Robin Garrett that the agenda be adopted as presented.

APPROVED

3. CONFLICT OF INTEREST

None were declared.

4. PREVIOUS MINUTES

4.1 December 18, 2023

Moved by Tim Jennings that the December 18, 2023, minutes be received.

5. PRESENTATIONS

There were none.

6. ANNOUNCEMENTS

There were none.

7. CORRESPONDENCE

There were none.

8. BUSINESS

8.1 Draft Final Tourism Strategy Report

Rebecca Godfrey CRBE spoke to the Draft Tourism Strategy Report and gave a presentation including:

- Updates to Strategic Actions
 - Tourism Strategy Components
 - Governance and Destination Management
 - Product and Experience Development
 - Visitor Infrastructure and Investment Attraction
 - Destination Marketing

The Committee suggested edits and asked clarifying questions on the current draft.

8.2 Draft Implementation Plan

Rebecca Godfrey CRBE spoke to the Implantation Plan and gave a presentation including:

- Draft Implementation Plan
 - Implementation Process
 - Priority #1 - Immediate Actions
 - Governance and Destination Management
 - Priority #2 - Immediate Actions
 - Product and Experience Development
 - Priority #3 - Immediate Actions
 - Visitor Infrastructure and Investment Attraction
 - Priority #4 - Immediate Actions
 - Destination Marketing

The Committee suggested edits.

8.3 Brief Progress Update on Economic Impact Assessment

Rebecca Godfrey gave an overview of the Project Phasing, she also requested that all additional comments and file-labeled images be emailed to the Consultant by February 5, 2024, by noon for consideration for the final report.

9. NEW BUSINESS

There were none.

10. NEXT MEETING DATE

Monday, March 4, 2024, at 10:00 a.m.

11. ADJOURNMENT

Adjournment unanimously took place at 12:18 p.m.