



Minutes

Community Development, Tourism and Culture Advisory Committee

September 9, 2022, 8:30 a.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS

PRESENT: Chair Travis Dodd
Mayor Ian Boddy
Member Yvonne McCutcheon
Councillor Richard Thomas
Member Doug Younghusband

MEMBERS

ABSENT/REGRETS: Member David Malito
Member James McGregor
Member Derek Smith
Councillor John Tamming

STAFF PRESENT: Tim Simmonds, City Manager
Pam Coulter, Director of Community Services
Aidan Ware, Director and Chief Curator, TTAG
Melissa Crannie, Tourism Marketing Coordinator
Viveca Gravel, Community Development Coordinator
Lauren Stewart, Community Services Administrative Assistant

1. CALL TO ORDER

Chair Dodd called the meeting to order at 8:36 a.m.

2. CALL FOR ADDITIONAL BUSINESS

There was no additional business.

3. DECLARATIONS OF INTEREST

There were no declarations of interest.

4. CONFIRMATION OF MINUTES

4.a Minutes of the Community Development, Tourism and Culture Advisory Committee meeting held on June 10, 2022

"THAT the Community Development, Tourism and Culture Advisory Committee approves the minutes of the meeting held on June 10, 2022."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

There were no deputations or presentations.

6. PUBLIC QUESTION PERIOD

There were no questions from the public.

7. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED

There were no correspondence items presented for consideration.

8. REPORTS OF CITY STAFF

8.a Culture

8.a.1 Report AG-22-006 from the Director and Chief Curator of the Tom Thomson Art Gallery Re: Public Art Policy Funding Models

The Director and Chief Curator of the Tom Thomson Art Gallery provided an overview of the report respecting Public Art Policy Funding Models.

This included the following options for funding Public Art:

- Municipal Accommodation Tax (MAT);
- Development Charges (DCs);
- Community Benefit Charges (CBCs); and
- Capital Budget Allocation.

In response to a question from Committee, the Director and Chief Curator of the Tom Thomson Art Gallery noted that agreements would have to be evaluated individually to determine the plausibility of the City selling Public Art pieces to fund additional pieces.

The Director of Community Services confirmed that the Municipal Accommodation Tax Project, if approved, would only be available for the 2024 budget discussions.

CD-220909-002

Moved by Councillor Thomas

"THAT in consideration of Staff Report AG-22-006 respecting Public Art Funding Models, the Community Development, Tourism & Culture Advisory Committee recommends that City Council direct staff to bring forward this Funding Model report for consideration as part of the 2023 operating budget discussions."

Carried.

8.b Grey County

8.b.1 Verbal Report from the Director of Economic Development, Tourism and Culture of Grey County

The Manager of Economic Development, Tourism and Culture for Grey County provided a verbal update.

The current focus is on Agri-Food opportunities including an OMAFRA meeting on September 29, 2022. The County's 2023 goals are to continue to focus on Agri-Food and investigate opportunities in the Clean Energy Sector with the Nuclear Innovation Institute and regional partners.

The Manager of Economic Development, Tourism and Culture of Grey County noted that the Federal Economic Development Agency (FedDev) is currently conducting research on rural innovation within Grey County. The County is one of six locations that were chosen across Canada.

It was further mentioned that the Economic Development Team will be relocated to Sydenham Campus along with the Grey Bruce Local Immigration Partnership staff.

Respecting tourism, a trailhead study is underway to identify appropriate infrastructure opportunities to enhance the resident and visitor experience. This includes a focus on areas that require improvements and new potential opportunities. Nineteen areas within the County are part of the study.

CD-220909-003

Moved by Mayor Boddy

"THAT in consideration of the Verbal Report provided September 9, 2022, from the Manager of Economic Development of Grey County respecting a Grey County update, the Community Development,

Tourism and Culture Advisory Committee recommends that City Council receive the Verbal Report for information purposes."

Carried.

8.c Community Development

8.c.1 Report CS-22-114 from the Director of Community Services Re: City Actions - Grey County Investment Attraction Strategy

The Director of Community Services provided an overview of the report respecting City Actions and the Grey County Investment Attraction Strategy. The City's draft actions support, coordinate, and integrate into the County's Investment Attraction Strategy. It was noted that the City's actions may be refined by the County and are flexible in nature.

It was noted that the City of Owen Sound is the first municipality to incorporate its actions into the County's Strategy.

CD-220909-004

Moved by Mayor Boddy

"THAT in consideration of Staff Report CS-22-114 respecting City Actions – Grey County Investment Attraction Strategy, the Community Development, Tourism and Culture Advisory Committee recommends that City Council approve the actions as identified in the Grey County Investment Attraction Strategy – City Actions."

Carried.

8.c.2 Report CS-22-109 from the Community Development Coordinator Re: River District Rates and Metrics Update

The Community Development Coordinator provided an overview of the report respecting an update on the River District Rates and Metrics. It was noted that River District vacancy is at its lowest in recent years at just over 10% and includes the introduction of eight new businesses. Social media followers have seen an increase and pedestrian counts in the River District are also higher.

CD-220909-005

Moved by Councillor Thomas

"THAT in consideration of Staff Report CS-22-109 respecting River District Rates and Metrics Update, the Community Development,

Tourism and Culture Advisory Committee recommends that City Council receive the report for information purposes."

Carried.

8.d Tourism

8.d.1 Report CS-22-111 from the Tourism Marketing Coordinator Re: 2022 Tourism Update

The Tourism Marketing Coordinator provided an overview of the report respecting an update on the 2022 Tourism season.

The following events were highlighted:

- Savour Owen Sound – received the most significant participation rate in 2022;
- SNOwen Sound Frolics; and
- Corkscrew Spirit Tour.

Marketing and promotion were further highlighted. Social media has significantly increased in views and followers from previous years.

The Committee praised the Tourism staff for their 2022 events and marketing material.

CD-220909-006

Moved by Member McCutcheon

"THAT in consideration of Staff Report CS-22-111 respecting a review of the City's Tourism Operations in 2022, the Community Development, Tourism and Culture Advisory Committee recommends that City Council receive this report for information purposes."

Carried.

9. MATTERS POSTPONED

There were no matters postponed.

10. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There were no motions for which notice was previously given.

11. CORRESPONDENCE PROVIDED FOR INFORMATION

There were no correspondence items presented for information.

12. DISCUSSION OF ADDITIONAL BUSINESS

There was no additional business.

13. NOTICES OF MOTION

There were no notices of motion.

14. ADJOURNMENT

The business contained on the agenda having been completed, Chair Dodd adjourned the meeting at 9:30 a.m.