



## Minutes

### Community Development, Tourism and Culture Advisory Committee

November 25, 2022, 8:30 a.m.

City Hall - 808 2nd Avenue East - Council Chambers

#### MEMBERS

**PRESENT:** Chair Travis Dodd  
Member David Malito  
Member Yvonne McCutcheon  
Councillor Suneet Kukreja  
Councillor Melanie Middlebro'

#### MEMBERS

**ABSENT/REGRETS:** Member James McGregor  
Member Derek Smith  
Member Doug Younghusband

**STAFF PRESENT:** Pam Coulter, Director of Community Services  
Aidan Ware, Director and Chief Curator, TTAG  
Paul McGrath, Manager of Community & Business Development  
Lauren Stewart, Community Services Administrative Assistant

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#### 1. CALL TO ORDER

Chair Dodd called the meeting to order at 8:31 a.m.

#### 2. CALL FOR ADDITIONAL BUSINESS

2.a Chair Dodd Re: Introduction of New Manager of Community and Business Development and New Councillors

Chair Dodd welcomed Paul McGrath, Manager of Community and Business Development, Councillor Melanie Middlebro' and Councillor Suneet Kukreja.

2.b Lauren Stewart, Community Services Administrative Assistant Re: Board and Committee Vacancies.

#### 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 September 9, 2022

CD-221125-001

Moved by Member McCutcheon

**"THAT the Community Development, Tourism and Culture Advisory Committee approves the minutes of the meeting held on September 9, 2022."**

Carried.

#### **5. DEPUTATIONS AND PRESENTATIONS**

- 5.a Presentation from VS Group Re: Tourism Website Update

The Manager of Community and Business Development introduced Jennifer Cross and Nicole Graham from VS Group who provided an overview of the Tourism Website prototype.

Highlights include:

- An improved search feature;
- Events page and social media collaboration;
- Easier navigation and submission for community events; and
- New section respecting community news; and
- Virtual visitor centre, which allows individuals to navigate the map by category.

The Manager of Community and Business Development noted that the design segment has been completed, and the built phase will now follow. This includes imagery, content, and testing.

In response to a question from Committee, VS Group confirmed that only Owen Sound's postings would be included and not public postings to ensure control of the site is maintained.

#### **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 Tourism

#### 8.a.1 Report CS-22-145 from the Tourism Marketing Coordinator Re: Tourism Website Update

The Manager of Community and Business Development provided an overview of the report respecting the Tourism Website Update. Analytics respecting the top pages that are currently viewed by the public on the tourism site include: Campground, Harrison Park, and Top 10 Attractions. These analytics will be utilized to better understand visitors and residents when building the webpage.

In response to a question from Committee, the Manager of Community and Business Development noted that the website will be included in the existing operating budget.

CD-221125-002

Moved by Member McCutcheon

**"THAT in consideration of Staff Report CS-22-145 respecting the Tourism Website update, the Community Development, Tourism and Culture Advisory Committee recommends that Council receive the report for information purposes."**

Carried.

### 8.b Culture

#### 8.b.1 Verbal Report from the Director and Chief Curator of the Tom Thomson Art Gallery Re: Update

The Director and Chief Curator of the Tom Thomson Art Gallery provided a verbal report respecting a gallery update.

The current and upcoming exhibitions were highlighted, including:

- a new exhibition by the regional artist Nicholas Bent;
- a new exhibition of Tom Thomson's work and other works from the collection; and,
- the ongoing exhibition *Showing 55*.

Public projects and events were also highlighted:

- The Gallery has applied for a grant that would support the initial stages of the OPEN Team Pollinator Corridor Project; a stakeholder meeting was held on November 14;

- Teimojin Tan, a local doctor, will be providing a talk respecting his experiences;
- Collaborations with Coffin Ridge and Georgian Bay Symphony are in development; and
- Gallery Night at the Movies has successfully kicked off after a hiatus due to the pandemic.

It was noted that 110 works from the collection are currently on view in various exhibitions.

The facility renovation was highlighted and will be occurring beginning in January 2023. The renovation focuses on accessibility, including replacing the elevator and front entrance steps. The Gallery will remain open during the renovations; however, will not be accessible.

The Committee advised that the 2023 Tom Thomson calendars are now available for purchase. A total of \$55,000 has been raised in the last three years.

CD-221125-003

Moved by Councillor Middlebro'

**"THAT in consideration of the Verbal Report provided November 25, 2022, from the Director and Chief Curator of the Tom Thomson Art Gallery, the Community Development, Tourism and Culture Advisory Committee recommends that City Council receive the Verbal Report for information purposes.'**

Carried.

8.c Community Development

None.

8.d Grey County

None.

## **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**

**12.a Lauren Stewart, Community Services Administrative Assistant Re: Board and Committee Vacancies**

The Community Services Administrative Assistant noted that the City is currently recruiting volunteers for City Boards and Committees. Applications are due November 25, and terms begin February 1, 2023. The Community Development, Tourism and Culture Advisory Committee has two vacancies.

**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 9:08 a.m.