



**Minutes**

**Community Development, Tourism and Culture Advisory Committee**

**June 9, 2023, 8:30 a.m.**

**City Hall - 808 2nd Avenue East - Council Chambers**

**MEMBERS**

**PRESENT:** Chair Brock Hamley  
Vice Chair Melanie Middlebro'  
Member Yvonne McCutcheon  
Councillor Carol Merton  
Member Derek Smith  
Member Lance Thurston

**MEMBERS**

**ABSENT/REGRETS:** Mayor Ian Boddy  
Member David Malito  
Member Dinesh Shah

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

**GUESTS:** Diane Austin, Owen Sound District Chamber of Commerce  
Barb Fisher, BCDC (via video)  
Savanna Myers, Grey County  
Dave Shorey, Georgian College

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**1. CALL TO ORDER**

Chair Hamley called the meeting to order at 8:30 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 February 10, 2023

CD-230609-001

Moved by Member McCutcheon

**"THAT the Community Development, Tourism and Culture Advisory Committee approves the minutes of the meeting held on February 10, 2023."**

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 Community Development

- 8.a.1 Report CS-23-044 from the Director of Community Services Re: Municipal Accommodation Tax - Update Regarding Engagement and Draft MAT By-law.

The Director of Community Services provided an overview of the report respecting an update on Municipal Accommodation Tax ("MAT") engagement, draft by-law, and next steps.

The Director of Community Services explained that two information sessions were held at the Bayshore Community Centre on April 25, 2023. Invitations were sent to all existing hotel and motel operators and known short-term rental operators. Attendees completed a survey as part of the session.

The Director of Community Services provided an overview of the proposed by-law and next steps. The next steps include:

- Short Term Rental licensing decision;
- Legal review of the MAT by-law;
- Obtaining Third-Party Collection of MAT; and

- Issuing RFP for Non-Profit Corporation.

In response to a question from Committee, the Director of Community Services advised that operators of Short-Term accommodations requested equitable application of MAT, including short-term rentals. A few operators suggested the potential of delaying implementation until neighbouring municipalities implement a MAT.

It was clarified that the Short-Term Licensing By-law and Municipal Accommodation Tax By-law are two separate processes.

It was noted that 50% of the funds are required to be spent on tourism in the community and the promotion of overnight stays.

In response to a question from Committee, the Director of Community Services advised that the reporting from the MAT collection would be brought forward to Committee and Council. The operators are responsible for remitting payment of the MAT collected monthly, with the City receiving the total amount. The funds would be distributed with 50% provided to the Non-Profit Corporation in accordance with the legislation, with the other 50% retained and its use would be at the discretion of Council through the annual budget process.

It was advised that a report would be brought forward after one year of implementation to provide a review. The matter of Short-Term Rentals will be coming forward to Corporate Services Committee.

CD-230609-002

Moved by Member Thurston

**"THAT in consideration of Staff Report CS-23-044 respecting Municipal Accommodation Tax (MAT), the Community Development, Tourism and Culture Advisory Committee recommends that City Council:**

- 1. Direct staff to have the City's solicitor review the draft MAT By-law attached to the report;**
- 2. Subject to the recommendations of the legal review, that a Municipal Accommodation Tax By-law be brought forward for approval, substantially in the format attached to this report; and**
- 3. Direct staff to prepare and issue a Request for Proposal (RFP) to identify and select the eligible tourism entity as defined by the regulation required to administer 50% of the fund that is to be spent to promote tourism in Owen Sound."**

Carried.

8.a.2 Report CM-23-010 from the Manager of Community Development and Business Re: Community Development June Update

The Manager of Community Development and Business provided an overview of the report respecting the Community Development June Update.

It was noted that staff have been working with Grey County GIS and Economic Development departments to create an online system to identify available industrial parcels based on size and services. Additionally, staff have met with realtors to ensure they are kept up to date with upcoming potential properties.

Several events and meetings were highlighted, including:

- The Canadian Nuclear Isotope Council: Isotopes for Hope;
- The Bruce Power Suppliers Day; and
- The Isotope Stakeholders Meeting.

CD-230609-003

Moved by Member Smith

**“THAT in consideration of Staff Report CM-23-010 respecting Community Development June Update, the Community Development, Tourism and Culture Advisory Committee recommends that City Council receive the report for information purposes.”**

Carried.

The Committee took a short recess to attend the Community Flag Raising Ceremony for Grey Bruce Pride from 8:55 a.m. to 9:25 a.m.

8.b Tourism

8.b.1 Report CS-23-068 from the Tourism Marketing Coordinator Re: 2022 Tourism Year-End Report

The Tourism Marketing Coordinator provided an overview of the 2022 Tourism Year-End Report.

The report highlighted the following:

- Events, festivals and activities, including the SNOwen Sound Frolics, Savour Owen Sound, and Corkscrew Spirit Tour;
- Marketing and promotion highlights; and
- Visitor Centre numbers and demographics.

The new tourism website is anticipated to launch in June 2023 and it was noted that the number of tourists and residents to the Visitors Centre has steadily increased since 2020.

Dave Shorey, Georgian College, noted the potential for improved awareness of tourism events, attractions and festivals for Georgian College students.

CD-230609-004

Moved by Vice Chair Middlebro'

**“THAT in consideration of Staff Report CS-22-025 respecting the 2022 Tourism Wrap Up, the Community Development, Tourism and Culture Advisory Committee recommends that City Council receive the report for information purposes.”**

Carried.

## 8.c Culture

### 8.c.1 Report CS-23-054 from the Director and Chief Curator of the Tom Thomson Art Gallery Re: Tourism and Culture June Update

The Director and Chief Curator of the Tom Thomson Art Gallery provided an overview respecting an update on Tourism and Culture.

The following events and items were highlighted:

- Three new exhibitions, including the touring show Sara Angelucci: *Undergrowth*, Tom Thomson: *Field of Vision Part One*, and *Pollinators*.
- Collaborations with Coffin Ridge Winery and Meaford Hall; and
- Upcoming tourism and culture events and festivals.

The Director and Chief Curator of the Tom Thomson noted that Tourism, Events and Culture now fall under the position's portfolio, allowing for strengthened collaboration between divisions.

The River District Blooms event and Pollinator Corridor events were both highlighted. Both events showcase the importance of native plants and pollinators.

The collaboration with Coffin Ridge Winery includes a Tom Thomson trail map featuring the key sites relating to Tom Thomson. A portion of the proceeds from the wine sales revenue will be going back to the Gallery.

A recent culture and tourism stakeholder meeting was highlighted that included local business, organizations, individuals respecting the

opportunities surrounding culture and tourism. The overall goal is to establish strengthened collaboration opportunities.

An application was submitted to the Experience Ontario grant for funding to support the Salmon Celebration for October 7-8, 2023. It will include hands-on, creative, education and experiences respecting the Salmon run.

CD-230609-005

Moved by Councillor Merton

**“THAT in consideration of Staff Report CS-23-054 respecting Tourism and Culture June Update, the Community Development, Tourism and Culture Advisory Committee recommends that City Council receive the report for information purposes.”**

Carried.

#### 8.d Grey County

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

The Director of Economic Development, Tourism and Culture of Grey County provided a verbal report.

It was noted that Grey County has updated its committee structure. The Economic Development and Planning Committee has now joined with Tourism. A Councillor and the Economic Development Managers from all nine member municipalities are included in the new Committee.

A new Economic Development, Tourism and Culture Master Plan is currently in the development phase. Consultation on the Plan began in February 2023 and actions will be brought forward to the County's Committee in July 2023.

The winner of the Intelligent Community Forum (ICF) will be named in Durham on June 20, 2023 and Grey County is in the top seven. ICF has created a Competitive Advantage video series that includes a highlight on Grey County Innovation in Rural Ontario. The link will be sent to the Committee.

The *Imagine Yourself Here* campaign was highlighted that includes a digital push to support tourism. Additionally, seventeen “hotspots” in Grey County are being evaluated to ensure that the locations have the capacity to handle both residents and visitors.

New exhibits happening at Grey Roots were noted including a new General Store set to open in July and staff are ramping up for summer

programming, camps and events. The museum will be open seven days a week until Labour Day.

The agriculture, tourism, manufacturing and clean energy sectors will continue to be a focus.

In response to a question from Committee, the Director of Economic Development, Tourism and Culture of Grey County advised that the Tourism social media platform includes *Visit Grey* on Facebook, Instagram and the website. Additionally, there is *Made in Grey* that will be a focal point this summer in developing traction and content.

Committee made a request for a mechanism for the CDTC Committee to receive the minutes from the Planning and Economic Development Advisory Committee for the Committee to stay current on relevant information.

CD-230609-006

Moved by Member Thurston

**“THAT in consideration of the Verbal Report presented on June 9, 2023 from the Director of Economic Development, Tourism and Culture of Grey County, the Community Development, Tourism and Culture Advisory Committee recommends that City Council receive the 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 Hamley adjourned the meeting at 10:07 a.m.