



**THE CORPORATION OF THE CITY OF THOROLD  
PROCEEDINGS OF TOURISM ADVISORY COMMITTEE  
MINUTES**

**TAC 2-2023  
Thursday, March 9, 2023  
Video Conference**

Committee Members Present via Video Conference: T. Geddes (Committee Chair), Councillor Dekker, G. Ravenek (Committee Vice Chair), M. Fraser, M. Coppola, M. Cavasin, T. Woodhouse,

Staff Present via Video Conference: S. Hansen, Legislative Assistant, Ken Scholtens, Manager, Economic Development

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**1. Call to Order**

Committee Chair Geddes called the meeting to order at 1:31pm.

**2. Land Acknowledgement**

S. Hansen, Legislative Assistant, read the land acknowledgement.

**3. Declaration of Interest**

There were no declarations of interest.

**4. Adoption of Agenda**

Moved by: M. Coppola

Seconded by: M. Cavasin

That Agenda TAC 2-2023, **BE ADOPTED**, as presented.

**CARRIED**

5. **Adoption of Minutes**

5.1 **TAC 1-2023**

Thursday, March 9, 2023

Moved by: M. Coppola

Seconded by: M. Fraser

That Minutes TAC 1-2023, being the minutes of the Tourism Advisory Committee meeting on March 9, 2023, **BE ADOPTED** as presented.

**CARRIED**

6. **Correspondence**

There were no items of correspondence.

7. **Committee Business**

7.1 **Work Plan**

Committee members discussed brand development in relation to the city logo and website. K. Scholtens, Manager of Economic Development, informed the committee that the tourism website is in the process of being redeveloped.

M. Cavašin highlighted Thorold's rural community, green spaces, and all forms of active transportation as tourism points in Thorold.

M. Coppola discussed sports tourism as a prevalent form of tourism with hundreds of people visiting Thorold for sporting events each weekend. Committee members discussed increased engagement with sports tourists and suggested having rack cards in arenas.

Committee members discussed the need for increased signage informing people they are in Thorold. K. Scholtens, Manager of Economic Development, indicated that the committee should identify the location, amount, cost, and design of the signs.

Councillor Dekker suggested placing the large Muskoka chair, as discussed at their previous meeting, at the Lock 7 viewing center. Other suggestions included:

- Canada Games Park
- Mel Stewart Lake Gibson Conservation Park
- Battle of Beaverdams Park

M. Coppola indicated she would like a tourism strategic plan developed. K. Scholtens, Manager of Economic Development indicated he is in the process of writing an economic development strategic plan which could include the development of a tourism action plan. If approved, the committee can obtain quotes to recommend to council.

Committee members discussed the value of having a heritage representative on the committee. Therefore, it was,

Moved by: T. Geddes

Seconded by: M. Coppola

That the Tourism Advisory Committee's terms of reference **BE AMENDED** to include one (1) Heritage Advisory Committee representative.

**CARRIED**

#### 7.2 Cruise Ship Tour Opportunities

Committee members discussed that it would likely have to be an outside business to transport people to Thorold to take advantage of the cruise ship tour opportunities.

### 8. Roundtable Discussion

#### 8.1 Lock 7 Summer Students

T. Woodhouse inquired whether the script has been developed for lock 7 summer students. K. Scholtens, Manager of Economic Development, indicated the scripts will be built off of what was previously done.

#### 8.2 Tourism Employee

M. Coppola suggested the City should have a full time tourism employee. M. Cavasin suggested hiring a summer student from Niagara College to work in the tourism department. K. Scholtens, Manager of Economic Development, indicated that the city will be hiring a tourism supervisor for the summer to manage lock 7 and complete additional tourism tasks.

9. **Next Meeting**

Moved by: T. Geddes  
Seconded by: M. Coppola

That the Tourism Advisory Committee meetings **BE HELD** on the second Thursday of each month at 2:00pm.

**CARRIED**

The next meeting will be held on April 13, 2023 at 2 p.m.

10. **Adjournment**

There being no further business, the meeting was adjourned.

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Tim Geddes  
Committee Chair

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Sydney Hansen  
Legislative Assistant

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Matthew Trennum  
City Clerk