

**City of Quinte West  
Tourism Advisory Committee Agenda - TAC-08-15**

**Thursday, November 12, 2015 – 2:00 p.m.**

**City Hall – Council Chambers**

- 1) Call to Order
- 2) Disclosure of Pecuniary Interest and the General Nature thereof
- 3) Approval of Agenda
- 4) Approval of Minutes
  - 4.1 Minutes of the Tourism Advisory Committee Meeting held Thursday, October 8, 2015.

**Resolution:** That the Minutes of the Tourism Advisory Committee Meeting held Thursday, October 8, 2015 be approved.
- 5) Delegations / Presentations
  - a) Delegations – Bay of Quinte Tourist Council speaking to their activities and promotions during the last year.
  - b) Trent Port Historical Society – Update on activities

Presentations – None
- 6) Public Input
  - a) None
- 7) Committee Staff Reports – None
- 8) Discussion Items - None
- 9) Printed Information - None
- 10) Non-Printed Information
  - a) Verbal Report from Jennifer Rushlow, Tourism Coordinator regarding Tourism Updates
- 11) Committee Requests for Information

12) Adjournment

**Next Regular Meeting:  
Quinte West Municipal Office - Council Chambers  
7 Creswell Drive, Trenton**

**City of Quinte West  
Tourism Advisory Committee Meeting Minutes**

TAC-07-15

**Thursday October 8, 2015**

**City Hall Council Chambers**

**Call to Order**

Chair MacIntosh called the meeting to order at 2:00 p.m.

**Members Present:**

Councillor Rob MacIntosh – Chair (regrets)  
Councillor Mike Kotsovos  
Councillor Duncan Armstrong – Acting Chair  
Councillor Al DeWitt  
Barry Braun (regrets)  
Chantal Fraser  
Dianne Campbell  
Marie-Louise Larocque (regrets)  
Rick Davies  
Shawn Ellis  
Wendy Ouellette (regrets)

**Staff Present:**

Linda Lisle, Manager of Economic Development & Tourism Services  
Jennifer Rushlow, Tourism Coordinator  
Nancy Hay, Executive Assistant, Corporate Services

**Others:**

Suzanne Andrews, Manager, Quinte West Chamber of Commerce

**Call to Order**

Acting Chair Armstrong called the meeting to order at 2:00 p.m.

**Disclosure of Pecuniary Interest and the General Nature thereof**

There were no disclosures of pecuniary interest.

## **Approval of Agenda**

Moved by Councillor DeWitt

Seconded by Rick Davies

That the Agenda for the Thursday October 8, 2015 Tourism Advisory Committee Meeting be approved. **Carried**

## **Approval of Minutes**

Moved by Councillor Kotsovos

Seconded by Shawn Ellis

That the Minutes of the Thursday September 10, 2015 Tourism Advisory Committee Meeting be approved. **Carried**

## **Delegations/Presentations**

Jennifer Rushlow showed a PowerPoint presentation summarizing the results of the Summer Visitor Data.

The City has two Visitor Information Centres – one being the kiosk at the Ramada Hotel and the second being located at the Chamber of Commerce. Rick Davies asked for a breakdown of the number of visitors that use the Kiosk compared to the Chamber. Jennifer noted she could get those numbers, but typically more visitors use the Chamber to obtain the information they are seeking. One reason the Chamber is used more could be the longer hours they are open (9:00 a.m. – 7:00 p.m. compared to the hours at the Kiosk being 9:30 a.m. - 5:30 p.m.).

Dianne Campbell suggested that a spreadsheet be prepared by staff showing the visitor data that has been gathered over the last three years.

One suggestion made by Councillor Kotsovos regarding the survey questions used for visitors was that we have fewer questions on the survey, and instead have a stronger focus.

Councillor DeWitt suggested that a Destination Board be installed at the Marina for the benefit of both the seasonal and transient boaters.

Suzanne Andrews noted the survey questions asked of visitors is done verbally – more as a friendly conversation with them. One of the questions asks for their postal code and most are willing to give that information. This helps identify where several of our visitors come from. Suzanne pointed out that there are only two manned visitor centres between Quebec and Quinte West.

Suzanne mentioned that a “Coupon Book” might be a good idea for something to give the boaters using the Marina next year, rather than the bags given out this year. She suggested this might be something we could work on with the DBIA and downtown businesses.

Linda Lisle added that training was done with the Tourism students prior to the summer and suggested it might be beneficial to provide that training to the students working at the Marina for the summer season.

Councillor Armstrong inquired about putting the Kiosk on Wooler Road back into use to catch visitors coming off the 401 at that exit; however, Jennifer advised that Kiosk is now located at the Ramada Hotel.

Suzanne added that typically visitors who come off the 401 at the Wooler Road exit are just passing through Quinte West on their way to Prince Edward County. She had previously approached the County to see if they would be interested in sharing the cost of a Kiosk in that area, but they were not interested.

Visitors to our area who are staying at Presqu’île or the Sandbanks often come into Trenton on a rainy day and it may be beneficial to have available a list of things for people to do while spending the day in Quinte West.

Councillor Armstrong inquired if a Coaches’ Package is provided to teams visiting Quinte West for sports tournament. Jennifer confirmed they are all provided with information packages, and the packages are also available at the local hotels.

There was discussion about printed information for visitors, as opposed to digital information and Suzanne confirmed that most people who stop at the Chamber prefer having the printed information to look at.

## Discussion Items

### a) Formation of a Culture & Heritage Sub-Committee

The possibility of a Culture & Heritage Sub-Committee being established was brought forward at the last meeting. Shawn Ellis spoke to the Committee noting he attended the Cultural Summit after hearing Peter Vlakos speak at our last meeting. He expressed his feelings that a Culture & Heritage Sub-Committee would potentially bring a lot of revitalization to the downtown core.

Moved by Councillor Kotsovos

Seconded by Dianne Campbell

That staff be directed to investigate the benefits of establishing a Culture & Heritage Sub-Committee and bring a report back to this Committee. **Carried**

## Printed/Non Printed Information

### a) Jennifer Rushlow gave a verbal report updating the Committee on several special events that have taken place recently:

**Doors Open** – Various sites around the City were open for the Doors Open event so that people could attend various locations to take a look around. Most sites were well attended and Jennifer had a copy of the event coverage that was included in The Intelligencer. Enthusiasm is already being shown for next year's event.

**Movie Years Today Film Festival** - Last Friday night was the opening night for The Movie Years Today Film Festival which is a celebration of local and regional filmmakers producing documentaries, feature length and short films. Tonight is the last night for this week long event that featured a short movie made by local film group Cinema Quinte and 21 Brothers, a world record holding movie for the longest movie shot in one take. Others included: local Marc Garneau student and Get Reel Day Camp short films, an after-dark session which included a film called Mercy shot around downtown Belleville, 5 hours til dawn which was shot at camp Picton. The 1928 silent feature film shot in Trenton "Carry On Sergeant" played with live musical accompaniment as well as other short films and animations that were created at the Film St. Studio back in the heyday of Hollywood North rounded out the week long festival.

**Cultural Summit** - The Quinte Region Cultural Summit was hosted at the Maranatha Church in Belleville this past Tuesday. Speakers at the Summit included representatives of the Ministry of Tourism, Culture and Sport; Directors, Managers and Coordinators of Cultural Departments in Richmond Hill, Simcoe County and Kingston. The featured keynote speaker was Noel O'Dea, the President of Target Marketing in Newfoundland. Hosting this Summit was an outcome of the ten-year Regional Hastings/Quinte Cultural Plan that was completed in 2012. Participants were encouraged to sign up and identify their areas of interest in an effort to rally support for and further the recommendations provided in the plan. The Region's new on-line cultural portal was also launched at the Summit – [www.culturalportal.ca](http://www.culturalportal.ca).

**Eastern Ontario Local Food Conference** – The 2015 Eastern Ontario Local Food Conference is scheduled to take place on November 4<sup>th</sup> and 5<sup>th</sup> at the Travelodge in Belleville. This event will be hosted by the Cities of Quinte West and Belleville, in partnership with the Ontario Ministry of Agriculture, Food and Rural Affairs. This event is still being worked on and the program for the event will include a Local Food Tour on November 4<sup>th</sup>, with stops at La Cultura Salumi, Grills Orchard, the Ontario Water Buffalo Company, Maple Dale Cheese, Reid's Dairy and Donini Chocolate. November 5<sup>th</sup> will offer a full day of information sharing and networking, with a trade show highlighting local products, services and resources.

**Mega Event in 2016** – Jennifer noted a Mega Event is being worked on for 2016 which will see several existing special events taking place at once.

**Bay of Quinte Tourist Council** – In partnership with the Bay of Quinte Tourist Council, the Quinte Restaurant Association has developed and launched Quintelicious. This campaign will run from October 1-24 throughout the Bay of Quinte region and will showcase products found on the Cheddar & Ale/Chocolate & Apple Trails.

**Special Events** – Friday night attendance at the **Scottish Irish Festival** for the Military Tattoo and Barra McNeil's concert exceeded 1000 people. The weather on Saturday unfortunately had a significant impact on the festival's attendance and revenue. The morning parade was cancelled, many vendors left early and the bar closed approximately two hours earlier than advertised due to low attendance. Graham McTavish proved to be a big draw for the festival and generated new visitations and overnight stays from visitors as far away as Wisconsin, Sudbury and Quebec. Our Special Events Coordinator, Laurie Caouette feels that a momentum was created during this year's event which will assist us when applying for Provincial and Federal funding in 2016.

**Boofest** – This event will be held again this year on October 31<sup>st</sup> at the Duncan McDonald Memorial Community Gardens and will feature a free skate, a family movie, games and, of course, candy for the children. This event provides a safe, free alternative to trick or treating.

**Fantasy of Lights** – Plans are starting to get underway for the Christmas activities around the Fantasy of Lights in both Frankford and Trenton. Both will feature a small event around the lighting of the parks following the Santa Claus Parades in each community.

**Photo Contest** – The 8<sup>th</sup> Annual Quinte West Photo Contest will run until December 31<sup>st</sup>. Many of the photos obtained via this contest are used in various City promotional pieces throughout the year.

Councillor Armstrong mentioned the Ontario Junior Hockey League Showcase Tournament scheduled for January, 2016 will be hosted by the Trenton Golden Hawks. This tournament draws over one hundred hockey scouts. Linda advised she met with John MacDonald this morning regarding the tournament and will have more details at a later date.

Councillor Armstrong inquired what the cost to the City was for running the Bike Race, as well as the Big Band Concerts this year. Linda advised she hadn't been asked to bring those costs back to the Committee however both events were within budget.

b) Linda Lisle gave a verbal update on Trent Port Marina, noting 65 additional boat slips are currently being installed at the Marina. Further to that Council will make a decision about the potential installation of an additional 100 slips in the future. Slips for next year can be reserved now and the boats that are still in the Marina have to be removed by the end of October.

Jennifer played the promotional video that has been produced for the Trent Port Marina and the Committee agreed it was very well done.

The installation of the Roy Bonisteel Monument is currently underway and should be completed mid-November.

The City is now registered for the Toronto International Boat Show which will run January 8-17, 2016. City staff are working on promotional pieces for the Marina



which will be used at the Boat Show and staff will also be attending a Trade Show at Deerhurst Resort Nov. 30<sup>th</sup> to Dec. 2<sup>nd</sup>. Linda Lisle, Jennifer Rushlow, Bob Forder and Craig Carter will be attending the Trade Show at Deerhurst Resort.

Councillor Armstrong inquired if help is needed at either event and Linda noted the City's booth at the Toronto International Boat Show will need two people at all times.

### **Requests for Information**

Shawn Ellis extended an invitation and encouraged Committee Members to attend a meeting at the Trent Port Historical building on Tuesday, October 13<sup>th</sup> at 3:30 p.m. The meeting is being held to discuss the future of the building.

Suzanne Andrews advised of the Savour Bay of Quinte Food and Drink Festival on October 16<sup>th</sup> which will showcase some great Quinte West food vendors. The price of advance tickets is \$15.00 (which can be purchased at the Chamber) or \$20.00 at the door.

Suzanne suggested we start working on some product development for next year and expressed her discouragement that more hotels are not engaged with what the Chamber does. She would like to talk about what is market ready and what is being marketed, as well as what isn't. She pointed out that Quinte West is a prime location for silent sports (i.e. kayaking, rowing, wake-boarding, sail boating, cycling trails) and it would be great to market these activities more than we currently do.

Councillor DeWitt suggested that a meeting be set up with the four chain hotels in Quinte West, the Chamber of Commerce and the four Councillors who sit on the Tourism Advisory Committee. Jennifer Rushlow pointed out that staff did sit down with representatives from three of the hotels in the City (Travelodge, Comfort Inn and the Ramada Inn) and they weren't interested in producing tourism packages at that time. Staff will look at organizing a date for this meeting.

It was the consensus of the Committee that staff move forward with looking into setting up a strategy session with the Tourism Committee and tourism stakeholders. Staff will look into a facilitator for this session and identify topics for discussion.

Jennifer reminded the Committee of the Bike Friendly event scheduled for next Thursday and she will send out the link to register.

### **Adjournment**

Moved by Councillor DeWitt  
Seconded by Councillor Kotsovos

That the Tourism Advisory Committee meeting now adjourn at 3:25 p.m. to meet next on Thursday, November 12, 2015 at 2:00 p.m. **Carried**

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Nancy Hay  
Recording Secretary

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Councillor Rob MacIntosh  
Chair