

**MINUTES OF THE ECONOMIC DEVELOPMENT
TOURISM SECTOR ROUNDTABLE
HELD TUESDAY, DECEMBER 2, 2008 AT 1:00PM
AT THE MUNICIPAL OFFICES OF THE TOWNSHIP OF SCUGOG
IN COUNCIL CHAMBERS**

PRESENT:

Chairperson Councillor B. Drew

Bed & Breakfast Network	Ms. S. Bradley
Region of Durham Tourism	Ms. K. King
Region of Durham, Rural Economic Officer	Ms. M. Werry
Scugog Council for the Arts	Ms. C. Nicholson
Scugog Visitor and Business Centre	Ms. J. Kerswill
Scugog Island Cruises	Mr. E. Penny
	Ms. L. Cochrane
	Ms. J. Hawkins
Town Hall 1873	Mr. S. Lackie
Port Perry Snowmobile Club	Mr. R. Sauer
Business Owner-Crossroads	Mr. J. Redman

ALSO PRESENT:

Mayor	M. Pearce (Pt. of Mtg.)
Councillors	J. McMillen
	C. Lamrock
	D. Smith
Township of Scugog, C.A.O	Ms. B. Hendry
Township of Scugog, Mgr. Parks, Rec. & Culture	Mr. C. Belfry
Committee Coordinator	Mrs. B. Condie

1. WELCOME AND INTRODUCTION

The Chairperson called the meeting to order at 1:00PM, thanked the attendees for their participation and invited the group to participate in a round table introduction.

2. MINUTES OF THE TOURISM SECTOR ROUND TABLE HELD APRIL 25, 2008

The Minutes were provided to the attendees for their information.

3. REGIONAL INITIATIVES 2008 & 2009

Ms. King provided an overview of Trends in Tourism. Recent research divides tourists into three categories:

- the Upscale Adventurers;
- the High Flyers and
- Fun-Loving Families.

The Presentation and interactive group discussion included but was not limited to the following;

- Tourism is a competitive market;
- 71% of Durham's Tourism visitors are visiting family and friends;
- Tourists are seeking short getaways, unique destinations;
- Visitors are seeking quality experiences- nature and adventure tourism is growing such as fishing, cycling, snowmobiling, golf, and other recreational sports;
- The internet is the number one planning tool for travelers;
- Growing need to access travel information 24 hours a day, 7 days a week;
- Web Shopper is looking for ease of use, quality up to date information and attractive images on the sites they visit;
- Tourists are seeking value packages such as weekend getaway packages and shop downtown discount packages that can be booked on line;
- Theatre Groups, Arts & Culture, Snowmobile Club and other community groups agreed that the development of a partnership with the Bed & Breakfast Community would be advantageous; discussion regarding hosting B&B links on their web sites and the development of tourism packaging ensued;
- Ms. King will coordinate with Ontario Tourism – provide a packaging workshop;
- Durham Tourism will be partnering and attempting to align with Ontario Tourism internet promotions in 2009 which presently have 430,000 registered users;
- Ms. King advised that Web Writer, Betty Zyvatkausk, would welcome stories from around the community to include on the Explore Durham Web Site and invited the group to forward community stories to her attention at Durham Tourism;
- Important to plan event dates well in advance so that events can be included in local publications such as the Discovery Guide;
- Develop surveys and encourage the tourist to provide feedback;
- Great value in profiling an Event through Social Marketing such as YouTube, Facebook and Local Media;
- Earned media (good news stories/ written press releases) has proven to be 6 to 10 times more powerful than purchased media;
- Focusing on branding has also proven successful ie. Durham Tourism's "Good Natured, Good Times";
- Investigate accommodation for large groups visiting the community for a large scale event;
- Port Perry Snowmobile Club interested in hosting an event in Scugog that could bring 250 families to the area;
- Engage the youth in the promotion of tourism;
- Develop winter months tourism – ice fishing tournaments, pond hockey, winter carnivals, promotion of the ice rink and hot chocolate at the Marina, promotion of the Polar Plunge – hospital fund raiser;
- Promote group traffic/ bus traffic, draw people here for a great experience so that they will return with family and friends;

Ms. King advised that information on the “Beyond the City Limits” Tourism Workshop will be forwarded to interested Community Groups as soon as the Date and Agenda is confirmed.

Ms. King agreed to contact Ontario Tourism to make arrangements to host a “Tourism Packaging” Workshop in Durham Region.

In Conclusion, Ms. King thanked everyone for their input and invited the group to call or e-mail with any questions, concerns or suggestions to her attention at the Region of Durham.

The Chairperson thanked Ms. King for her presentation.

**4. SCUGOG VISITOR & BUSINESS CENTRE –
2008 SUMMARY AND RECOMMENDATIONS**

The report to be provided at a later date.

5. UPDATE FROM MAJOR ATTRACTIONS

The Chairperson provided the group with a special handout that provided an update on Tourism initiatives during 2008. The handout summarized the Gates Open/Doors Open Event, the introduction of the New “Happenings” bookmark, the new Festivals and Events Calendar added to the Township Web Site, the initiatives of the Scugog Shores Museum, 2008 Communities in Bloom success and the continued investment in weed harvesting that enhances water-related events and the waterfront vista.

6. REVIEW OF TOURISM ACTION CHART

Ms. B. Hendry provided the group with a copy of the Tourism Round Table – Action Chart. The group was asked to review the chart at their convenience and invited to direct any questions or concerns to the attention of the CAO’s Office.

7. DRAFT BANNER POLICY

Ms. B. Hendry provided the group with a draft copy of the Township of Scugog Community Service Banner Policy. Ms. Hendry explained that the purpose of the policy is to provide guidelines under which the Township will endorse the installation and removal of community service banners on public road allowances and decorative street light poles, particularly Simcoe, Water and Curts Streets. Ms. Hendry invited the group to review the policy and to remit concerns/suggestions to her attention.

8. 2009 CALENDAR OF EVENTS – ROUND TABLE DISCUSSION

Those in attendance were reminded to remit their 2009 Calendar of Events to the Township and Durham Tourism as soon as possible for inclusion on the new “Happenings” bookmark, the Durham Tourism publication and their Web Sites.

A round table discussion ensued regarding what is planned for 2009 and what the group would like to explore in future years to bring tourists to Scugog.

9. ADJOURNMENT

3:00PM