



PORT COLBORNE

PLANNING AND DEVELOPMENT DEPARTMENT

## CITY OF PORT COLBORNE

Municipal Offices  
66 Charlotte Street  
Port Colborne, Ontario  
L3K 3C8  
[www.portcolborne.ca](http://www.portcolborne.ca)

### TOURISM & MARKETING ADVISORY COMMITTEE MEETING AGENDA

Date: Monday May 2nd 2016  
Location: City Hall – Committee Room 3 (3rd Floor)  
Time: 5:00 pm

1. Call To Order
2. Confirmation of Previous Minutes
  - a. Monday April 4<sup>th</sup> 2016
3. Business Arising from the Minutes
4. Business
  - a. Staff Update  
Staff will provide an update on activities and developments
  - b. Review of Supplied Materials  
Review of materials supplied since previous committee meeting
  - c. Branding  
Future of “Uncharted. Unexpected.” brand
  - d. Brochures  
Review of current tourism brochures – what is needed and what isn’t needed
5. New Business
6. Information/Correspondence
7. Adjournment

**April 4, 2016**  
**MEETING OF THE PORT COLBORNE TOURISM & MARKETING**  
**ADVISORY COMMITTEE**

Minutes of the first regular meeting of the Committee Members of the Port Colborne Tourism & Marketing Advisory Committee, held in the Third Floor Committee Room 3, City Hall, 66 Charlotte Street, Port Colborne April 4, 2016, 5:00 pm

The following Committee Members were in attendance:

Committee Members: Donna Abbott, Andrea Boitor, Gary Bruno, Francis Chiavetti, Kim Danch, Kyla Pennie

Councillor: Ron Bodner

Absent: Lou Nieuwland

Staff: Evan Acs, Dan Aquilina, Scott Luey, Karen Walsh

**1. CALLED TO ORDER: 5:00 pm**

Scott thanked everyone for coming and an introduction around the table.

Scott did an overview of the committee stated that the committee is a sound platform to get information. The committee can facilitate ideas as much as needed. It is not the role of the committee to direct staff. Council will receive all minutes.

**2. SELECTION OF:**

**Chair:**

Francis Chiavetti was nominated by Councillor Bodner and seconded Donna Abbott  
No other nominations, acclaimed  
CARRIED unanimously

**Vice Chair:**

Kyla Pennie was nominated by Kim Danch and seconded by Francis Chiavetti  
No other nominations, acclaimed  
CARRIED unanimously

**3. BUSINESS:**

a) Regular Meeting Date Selection

To be held bimonthly on the first Monday.  
Meetings for 2016 are the following dates:  
Monday, May 2  
Monday, July 4  
Monday, September 5 (Labour Day)  
Monday, November 7

Moved by: Francis Chiavetti

Seconded by: Andrea Boitor

Resolved the committee meets bimonthly on the first Monday.  
CARRIED unanimously

b) Terms of Reference Review

Terms of Reference can be amended by approval from council.  
Evan will go to council after a year with results of the committee.

c) Economic Development Advisory Committee Representative

Gary Bruno nominated by Councillor Bodner seconded by Andrea Boitor  
No other nominations, acclaimed  
CARRIED unanimously

d) Goals and Direction

Discussion took place on the short-term and long-term goals

- An image committee to make the City a little more welcoming.
- Circulate the city's Strategic plan – cycle, destination development, building on City's assets, expand & development.
- Wainfleet is not part of this committee but we can work in partnership with them.
- The Niagara South Coast Tourism Association represents Wainfleet, Port Colborne and Fort Erie – Councillor Bodner will email Evan information about the Association then Evan can forward to the committee.
- Gather names and emails for a database to market Port Colborne.
- Ask residence of Port Colborne if they want to be part of the mail out list. Then approach BIA's to participate.
- City can charge a low fee to businesses participate. Business and organizations could submit to it by using the correct format.
- On-Line we could ask digitally.
- Need to check with City Clerk, Ashley to see what policies are in place for this.
- Need to set up metrics from the strat plan then work towards it.

- Drive traffic to one website exploreportcolborne.ca launching in May (Charleston, South Carolina)
- Exploreportcolborne.ca has 4 categories (shop, dine, explore and stay)
- Do a rebranding away from uncharted unexpected, If the committee agrees to the rebranding we have money in the budget to do this year.
- Figure out our identity and then find ways to do it.
- Market new ideas in May and October to expand the summer season.
- Next meeting set some goals for committee.

#### **4. NEW BUSINESS**

None

#### **5. INFORMATION/CORRESPONDENCE**

None

#### **6. ADJOURNMENT:**

Moved by: Kyla Pennie  
Seconded by: Andrea Boitor

Resolved that we do now adjourn.  
CARRIED

Time of adjournment 6:25 pm