70 Collier Street (Box 400)
Barrie, ON L4M 4T5

City of Barrie

Minutes - Final
General Committee

Monday, January 30, 2017 | **8:00 PM** | **Council Chamber**

GENERAL COMMITTEE REPORT
For consideration by Barrie City Council on Febraury 13, 2017.

The meeting was called to order by Mayor Lehman at 7:56 p.m. The following were in attendance for the meeting:

Present: 10 - Mayor, J. Lehman; Councillor, B. Ainsworth; Councillor, R. Romita; Councillor, D. Shipley; Councillor, B. Ward; Councillor, M. Prowse; Councillor, A. Prince; Councillor, A. Khan; Councillor, S. Morales; and Councillor, M. McCann

Absent: 1 - Councillor, P. Silveira

STUDENT MAYOR:
Blake Jones, Assikinack Public School

STAFF:
Chief Administrative Officer, C. Ladd
City Clerk/Director of Legislative and Court Services, D. McAlpine
Deputy City Clerk, W. Cooke
Director of Business Development, S. Schlichter
Director of Corporate Facilities, R. Pews
Director of Internal Audit, S. MacGregor
Director of Roads, Parks and Fleet, D. Friary
Executive Director of Access Barrie, R. James-Reid
Executive Director of Innovate Barrie, R. Bunn
Manager of Marketing and Communications, C. Harris
Theatre Technician, A. Gauci.

The General Committee met and reports as follows:

SECTION "A"

17-G-022 **PRESENTATION REGARDING THE TOURISM SERVICE DELIVERY REVIEW**

Ms. Stephannie Schlichter, Director of Business Development provided a presentation concerning the Tourism Service Delivery Review.

Ms. Schlichter discussed slides concerning the following topics:

- The purpose of the Tourism Service Delivery Review directed by Council;
- The Ideas in Motion event in 2012 and the alignment of services associated with economic development in the City of Barrie;
- A diagram illustrating the Invest Barrie Strategy;
- The process undertaken to conduct the Tourism Service Review;
- The elements of the Tourism Program that were reviewed;
- A chart illustrating the consultant's findings related to the destination marketing and destination development;
- The current situation associated with product and destination development, destination marketing and regional collaboration;
- The Tourism Report Consultant's recommendations related to opportunities and future direction of tourism services for the City of Barrie; including
  - Clearly defining roles for Tourism Barrie, the City of Barrie and the County of Simcoe;
  - Developing a house of brands approach to destination marketing;
  - Ensuring access to tourism information for visitors and residents;
  - Developing of a creative and innovative destination; and
  - Improving of regional partnerships to avoid duplication.
- A chart illustrating the alternative service delivery models and related estimated costs;
- The recommendation of a hybrid model involving City-led strategy with partnership model;

- A chart illustrating the proposed roles of each organization in a City-led Strategy model;
- The outcomes associated with the recommended model; and
- The proposed 2017 transition year and roles for each organization.

The members of General Committee asked a number of questions regarding the presentation and received responses from City staff.

In closing, Ms. Schlichter discussed the next steps in the process.

This matter was recommended (Section "A") to City Council for consideration of receipt at its meeting to be held on 2/13/2017.

The General Committee met and recommends adoption of the following recommendation(s):

SECTION "B"

17-G-023 **INVITATION TO PROVIDE A PRESENTATION - TOURISM BARRIE**

That a representative(s) of Tourism Barrie be invited to provide a presentation to General Committee at a future meeting. (File: T00)

This matter was recommended (Section "B") to City Council for consideration of adoption at its meeting to be held on 2/13/2017.

The meeting adjourned at 9:48 p.m.

CHAIRMAN