



# City of Barrie

70 Collier Street  
P.O. Box 400  
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## Minutes - Final Sport Events/Facilities Advisory Committee

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Monday, September 17, 2018

5:15 PM

Sir Robert Barrie Room

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**For consideration by the Finance and Corporate Services Committee on February 5, 2019.**

The meeting was called to order by the Chair, M. MacEachern at 5:16 p.m. The following were in attendance for the meeting:

**Present:** 5 - Councillor M. McCann  
M. MacEachern  
B. Graham  
K. Porter  
T. Sample

**Absent:** 2 - Councillor D. Shipley  
A. Batra

ALSO PRESENT:  
Hardwood Ski and Bike, M. Badham  
Tourism Barrie, K. Trainor.

STAFF:  
Committee Support Clerk, J. Werth  
Director of Corporate Facilities, R. Pews  
Director of Recreation, B. Roth.

The Sport Events/Facilities Advisory Committee met and reports as follows:

### **INTRODUCTIONS, BACKGROUND AND INTERESTS - MEMBERS OF THE COMMITTEE**

The Committee shared their varied sports backgrounds and their reasons for joining the Sport Events/Facilities

### **CANADIAN SPORTS TOURISM ALLIANCE (CSTA)**

K. Trainor, Executive Director of Tourism Barrie provided an update regarding the Canadian Sports Tourism Alliance (CSTA) membership purchased by Tourism Barrie. Ms. Trainor reviewed the benefits of CSTA membership including access to webinars and templates for sport tourism planning, business plans, sport event bids and requests for proposals.

Ms. Trainor provided an overview of potential options for the Committee's consideration as follows:

- Participating in a one-day CSTA sport tourism workshop;
- Hiring CSTA Consulting Services to develop a customized assessment of the sport industry in Barrie; and/or
- Hiring CSTA Consulting Services to develop a customized strategy for Barrie.

### **APPOINTMENT TO THE TOURISM WORKING GROUP**

K. Trainor, Executive Director of Tourism Barrie provided an overview of the City of Barrie's Tourism Working Group. Ms. Trainor requested that a representative from the Sport Events/Facilities Advisory Committee join the Tourism Working Group. B. Graham volunteered to represent the Committee on the Tourism Working Group.

### **PROCESSING OF INCOMING SPORT EVENT/FACILITY APPLICATIONS**

M. MacEachern advised that Tourism Barrie has developed a Sport Tourism website. Ms. MacEachern noted that the sportbarrie.ca website includes a link to the Sports Advisory Committee at [www.tourism.com/sportbarrie/sports-advisory-committee](http://www.tourism.com/sportbarrie/sports-advisory-committee). She stated that this link includes a form for the public to submit sport event/facility applications and to forward their general suggestions.

The Committee agreed that it will need to develop a list of criteria for external groups to provide presentations to the Sport Events/Facilities Advisory Committee. The Committee will discuss presentation criteria for external groups at a future meeting.

The Committee requested that B. Roth, Director of Recreation provide a presentation regarding future recreation centres and an overview of existing sports facilities in the City of Barrie at a future meeting.

**PROMOTING THE SPORT EVENTS/FACILITIES ADVISORY COMMITTEE**

M. MacEachern discussed options to promote the Sport Events/Facilities Advisory Committee in the City of Barrie including further website development and advertising in local media.

K. Trainor, Executive Director of Tourism Barrie noted that Tourism Barrie has developed a sport montage video for the Sport Tourism website that includes videos of the following: the Barrie Community Sports Complex, the Barrie Baycats, the Barrie Rowing Club, sailing, soccer, tennis, football and cycling.

The meeting adjourned at 6:27 p.m.

CHAIRMAN