



Staff Report

Administration – Chief Administrative Officer

Report To: Committee of the Whole
Meeting Date: June 29, 2021
Report Number: FAF.21.108
Title: Continuation of the South Georgian Bay Tourism Task Force
Prepared by: Shawn Everitt, Chief Administrative Officer

A. Recommendations

THAT Council receive Staff Report FAF.21.108, entitled “Continuation of the South Georgian Bay Tourism Task Force”;

AND THAT Council select Option ____ as outlined in this report.

B. Overview

This report is a follow up to Staff Report FAF.21.078 “South Georgian Bay Tourism Advisory Task Force Update”.

C. Background

As outlined in Staff Report [FAF.21.078 “South Georgian Bay Tourism Advisory Task Force Update”](#), staff suggested that further consideration of the merits of the continuation of the Task Force beyond its initial scope and mandate be undertaken.

D. Analysis

In preparation of this report regarding the South Georgian Bay Tourism Task Force and the merits of its potential continuation, staff completed a fulsome review of potential options.

Staff suggest that at least three existing groups of stakeholders are currently meeting with a similar scope and mandate of what the continued South Georgian Bay Tourism Task Force would cover. The following list identifies the current groups that meet throughout the year(s) with a range of membership/representation.

- South Georgian Bay Labour Supply Task Force
- Grey County Economic Development/Tourism Working Group
- Regional Destination Communication and Demand Management Collaboration

In addition, the regional Mayor/CAO Forum that has been in place since early 2021 may provide another venue for collaboration.

Staff suggest that it may be more effective and efficient to work collaboratively with the three groups identified to determine if there is interest to morph these groups into a more centralized group.

As Chief Administrative Officer, I will offer my perspective with the benefit of having experience with regional initiatives and as the Chair of the South Georgian Bay Tourism Advisory Task Force. I strongly encourage regional collaboration and, more specifically, see great value in our small “R” approach to be the “South Georgian Bay Region”. For clarity, my recommendation of what the Southern Georgian Bay Region is, includes the following Public Sector Representatives:

- Regional Tourism Organization 7
- Grey County
- Simcoe County
- Clearview Township
- Municipality of Grey Highlands
- Municipality of Meaford
- Town of Collingwood
- Town of The Blue Mountains
- Town of Wasaga Beach

In addition to this Public Sector Grouping, the South Georgian Bay Tourism Association would serve as a participating member.

The South Georgian Bay Tourism Task Force benefitted from having private sector representatives and staff suggest that the participation of private sector representation should continue. However, staff also acknowledge that keeping a manageable membership size is key to future success and preventing the group’s mandate and scope from shifting from a regional to a localized focus.

Staff suggest that the following options be considered as opportunities to review with the three noted groups and the participants from the South Georgian Bay Tourism Task Force acknowledging that there is benefit to duplication of members on multi groups.

Option 1

- THAT Council direct staff to work with the three groups that currently meet to request thoughts and ideas regarding streamlining efforts and to determine how efforts can be a shared focus on strategy development and the shift to actual implementation of projects and initiatives. This requires creativity and innovation to create short/medium/long term goals while providing clear expectations of funding and resource requirements.

Option 2

- THAT Council consider a formal request to the Regional Tourism Organization 7 (RTO7) to take on the lead in managing and maintaining a “South Georgian Bay Region Tourism Leadership Team”

Option 3

- THAT Council direct staff to develop a Terms of Reference and detailed staff resourcing and cost analysis that would reflect the continuation of the South Georgian Bay Tourism Task Force managed by Town of The Blue Mountains staff.

From the perspective of a Chief Administrative Officer, who has experienced a range of successes with regional Committee and Task Force initiatives involving multiple municipalities, and upper tier governments, I suggest that it is critical that all participating Councils endorse and commit to the mutually agreed upon mandates and required resourcing.

The provision of staff resources on a consistent basis and guided by a clear and mutually accepted Terms of Reference document is another key component to success. It is also crucial that the Terms of Reference and mandate be reviewed annually and be modified as required to progressively move the work forward in an efficient and strategic manner.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

2. Organizational Excellence

We will continually seek out ways to improve the internal organization of Town Staff and the management of Town assets.

3. Community

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

4. Quality of Life

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

F. Environmental Impacts

Strategic and regional approach to managing sustainable tourism in the South Georgian Bay Region.

G. Financial Impacts

On the basis of the options presented in this report, financial resources would be limited to staff time in collaboration with regional partners representing the private and public sector where appropriate.

Consideration of the continuation of the South Georgian Bay Tourism Task Force would anticipate the need for staff resources that would range depending on meeting requirements and development of a Terms of Reference document reflective of the agreed upon mandate and scope of the Task Force or Committee.

H. In Consultation With

Tim Hendry, Manager of Communications and Economic Development

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Shawn Everitt, Chief Administrative Officer at cao@thebluemountains.ca.

J. Attached

1. Map of South Georgian Bay

Respectfully submitted,

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
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Report Approval Details

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This report and all of its attachments were approved and signed as outlined below:

Shawn Everitt - Jun 21, 2021 - 2:41 PM