

Town of Deseronto

Culture and Recreation Committee Meeting 7 pm June 18th, 2020

Via Zoom

<https://us02web.zoom.us/j/7278702283?pwd=MEZVeXdlTTJRUTBmcll6NnYxWHpPQT09>

Meeting ID: 727 870 2283

Password: 5rMpKM

One tap mobile

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Invited to Attend – Tyler Keith Chair, Amber Dale Hudson Councilor, Jewel Shurtleff, Anna McLellan, Amy MacDonald, Eric Monize, Mandi Wilson, and Patrick Connor (Staff)

Regrets – Eric Moniz, Jewel Shurtleff.

Guest – Richard Innes, Brain Trust Inc.

Note: Brain Trust Inc. has been retained to produce an Event Based Tourism Strategy for the Town of Deseronto. Funding for this project is provided through a grant secured through Trenval. Town Council requested that a comprehensive and thorough community engagement take place to facilitate the most complete report possible. This meeting of the Committee assists in

this goal.

Minutes

1. **Welcome from the Chair** – Tyler Keith, Chair thanked the committee for their participation, especially in these difficult times.
2. **Draft Report Review** - To facilitate a productive discussion, Mr. Innes asked the committee to write down some thoughts before the meeting, related to these questions:

Deseronto Event-Based Tourism Strategy

- What Does Success Look Like to You?
- What Does Tourism Mean to You?
- The Deseronto Brand – What Defines It?

The committee members participated in a thorough and robust discussion until 8:30pm. Mr. Innes thanked the group for their insight and contribution, and he will reflect this commentary in the final report that goes back to Town Council and the funder.

3. **Motion to Adjourn** – Motion Councilor Amber Dale Hudson, seconded Mandi Wilson.