

**Tourism Committee  
Annual Update  
2008-2009**

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**Chair: Bruce Cowan**

**Co-Chair: Mike Kentish**

**Mandate**

The Tourism Committee is a standing committee of the Timmins Chamber of Commerce. It provides overall guidance and direction for the Chamber's Tourism Information Centre programs and services. The Tourism Committee also serves as the 'Voice of Business' in promoting a healthy tourism climate for our community and region. The committee strives to create an atmosphere conducive to tourism product development by groups and entrepreneurs.

**Members**

Karen Bachmann, *Timmins Museum & National Exhibition Centre*  
Graham Campbell, *Ministry of Northern Development and Mines*  
Lorraine Charlebois, *Ontario Wilderness Region*  
Bruce Cowan, *Timmins Daily Press*  
Rob Galloway, *Galloway and Galloway Executive Services*  
Mike Kentish, *Howard Johnson Inn*  
Marcel Lamarche, *Industry Canada/ FedNor*  
Frank Roch, *Tourism Timmins*  
Ellen Sinclair, *The Venture Centre/Le Centre de développement*  
Yanick Tremblay, *Ontario Power Generation*  
Lise Vandal, *The Venture Centre/ Le Centre de développement*

**2008-2009 Year in Review**

- Reviewed participation in the 2008 summer industrial tours (October 2008);
- Reviewed the provincial government's "Tourism Competitiveness Study" (October 2008);
- Abitibi Canyon's 75<sup>th</sup> anniversary celebration: R. Galloway to attend on behalf of Chamber (October 2008);
- Reviewed the province's "Tourism Investment Brochure" (October 2008);
- Received standing updates on *Bonjour Timmins*, The Venture Centre's francophone initiative (ongoing);
- Directed the design of the Chamber's 2008-2009 pewter ornament: a miner's hat, in commemoration of Timmins 100<sup>th</sup> anniversary and the rich mining history in Timmins (November 2008);
- Hosted presentation from Monique Chenier regarding the first annual *For the Love of the Arts Festival* (December 2008);
- Received an overview of the plans for the potential development of a City of Timmins Arts Centre;
- Monitored progress & opportunity to promote three key tourist attractions to operate as one, such as the Shania Twain Centre, Hockey Heritage North and Polar Bear Habitat (January 2009);
- Hosted presentation from Andrea Griener (Manager of Culture, Leisure & Tourism) and Mark Jensen (Department Head, Development Services) of the City of Timmins to learn about current and future plans for tourism and culture as related to the Corporation of the City of Timmins (February 2009);
- Discussed/ reviewed Tourism Timmins' marketing brochure, produced by Lucidia Marketing Overall theme: "Get your boots to Timmins"; bilingual booklet was to be sent to every tourism information centre in the region and to border communities (February 2009);
- Destination Ontario – Shared information with the committee. Noted that the organization now produces an English guide for Ontario (March 2009);
- Requested to learn the Timmins results from Environics study identifying target market for Tourism Timmins (ongoing);
- Hosted guest presentation from Kris Kullas regarding the World Under 17 Hockey Tournament Event, which is taking place in Timmins from December 28 2009 – January 4 2010, as major opportunity to promote tourism (March 2009);

- Hosted presentation from Al Richardson regarding the Olympic Torch Run/Flame Celebration and the plans to date for the event. Committee is trying to brand the event as a “family” event by creating buzz amongst young people in community (April 2009); Inquired as to whether there were any efforts to collaborate or achieve synergies between the two large scale, international events that are simultaneously taking place in January 2010.
- Hosted follow up presentation from Andrea Griener and Mark Jensen to provide update on culture, tourism and leisure services and the draft strategic repositioning document (outlining eight key directions/priorities for culture tourism and leisure services in Timmins) for presentation to council (May 2009);

### **Key Issues**

- Guiding the operation of the Tourism Information Centre, housed at the Chamber office;
- Selecting and developing the Chamber’s annually-produced, limited edition pewter ornament;
- Monitoring progress & providing input to the city’s tourism, culture strategic plan;
- Reviewing regional tourism issues and opportunities;
- Developing tourism-related and revenue-generating products for the Chamber;
- Investigating the potential for increased tourism activities in the community;
- Identifying new opportunities and projects that benefit Timmins as a tourist destination in northeastern Ontario;
- Work towards collaborating with local tourism groups and agencies to create one uniform calendar to advertise events taking place in the area;
- Consultation and information sharing with Tourism Timmins;
- Work towards maximizing the effective use of city assets and services, reduce duplicative efforts and maximize coordinated efforts throughout the city;
- Ongoing efforts to create user-friendly websites through Tourism Timmins and Ontario Wilderness Region to better promote Timmins services and tourist attractions;
- Coordinate the Chamber’s annual summer industrial tours;
- Monitor changes to government lead tourism initiatives and/or designated regions.