



Timmins Chamber of Commerce  
Chambre de commerce de Timmins

**COMMUNITY TOURISM COMMITTEE  
ANNUAL UPDATE  
2006-2007**

**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:**

Tori Hanson, Northern College – Chair  
Bruce Cowan, The Timmins Daily Press – Co-Chair  
Darlene Colameco, Travelodge Timmins  
Don Padley, Howard Johnson Inn  
Doris Blouin-Harrison, College Boreal  
Ellen Sinclair, The Venture Centre  
Frank Roch, Tourism Timmins  
Gary Marriott, NorthernTel  
Gayle Ballantyne, Gayle's Drawing Room  
Graham Campbell, Ministry of Northern Development and Mines  
Jennifer Rowe, Cochrane-Temiskaming Travel Association Inc.  
Karen Bachman, Timmins Museum  
Kathy Keast, Industry Canada/ FedNor  
Len Gillis, Timmins Times  
Marcel Lamarche, Industry Canada/ FedNor  
Tom Laughren, Corporation of the City of Timmins  
Lizanne Lefebvre, Cochrane-Temiskaming Travel Association Inc.  
Yanick Tremblay, Topper's Pizza  
Ken Petersen, Petersen Consulting  
Kees Pols, City of Timmins

**2006-2007 YEAR IN REVIEW**

- Creation of the 2007 Summer 'tear-off' map of Timmins, a partnership with the Timmins Daily Press (June 2007)
- Organized annual Summer Industrial Site Tours: Luzenac and PJV (July/August 2007)
- Production of the Chamber's 6<sup>th</sup> annual pewter ornament series; the old Timmins Daily Press Building

- Supporting the Doors Open initiative by Heritage Canada; partnering with the City of Timmins and the Venture Centre. Timmins being one of two cities being featured in the North (September 15, 2007)
- Letter to local businesses encouraging them to host welcoming messages on their reader boards in honour of Aboriginal Day and St. Jean Baptiste Day. (May 2007)
- Introduction of the 'Tourism Guests Passes' to allow visitors free parking downtown; partnering with the Downtown BIA and the City of Timmins (June 2007)
- Through membership on the Committee, attempted to provide advice and direction to the newly established Positively Timmins Committee (throughout year)
- Provided advice, direction and feedback, through membership to the Tourism Timmins Executive Committee (throughout year)

**Key Issues:**

- Encouraging the City to develop a regional Tourism Management Plan; Timmins should develop a tourism plan to better execute projects and initiatives
- Review of tourism issues facing this region, identified by the Positively Timmins surveys
- Product development in order to attract tourists
- Establishing a Destination Marketing Fee for the City as mechanism to fund tourism marketing, in partnership with the Timmins Accommodation Group