

Tourism & Community Outreach Committee
Annual Update
2009-2010

Co-Chairs: Claude J. Gagnon and Barry Martin

Mandate

The Tourism & Community Outreach Committee is a standing committee of the Timmins Chamber of Commerce. It provides overall guidance and direction for the Chamber's services and outreach efforts to the broader community (non-traditional audiences of the Timmins Chamber of Commerce) and to visitors to the City of Timmins. The committee fulfills this purpose by providing overall guidance for the Tourism Information Centre programs and services; developing outreach products and initiatives, monitoring, collaborating and providing input to local and regional tourism development initiatives. Through outreach to non-traditional audiences, tourists, and tourism development, the committee aims to instil a broader awareness of, and appreciation for, the Timmins Chamber of Commerce and its members, the business community and the community-at-large.

Members

Julie Belanger-Racette, *Grand & Toy*

Graham Campbell, *Ministry of Northern Development, Mines and Forestry*

Lorraine Charlebois, *Ontario's Wilderness Region*

Claude Gagnon, *Claude J. Gagnon Professional Photography*

Fred Gibbons, *Northern College of Applied Arts & Technology*

Andrea Griener, *City of Timmins*

Mike Kentish, *Timmins Inn & Suites*

Marcel Lamarche, *Industry Canada/FedNor*

Marc Lapalme, *Timmins Snowmobile Club Inc.*

Amanda Lepine, *The Venture Centre/Le Centre de développement*

Janick Nadeau, *Northern College of Applied Arts & Technology*

Ellen Sinclair, *The Venture Centre/Le Centre de développement*

Yanick Tremblay, *Ontario Power Generation*

2009-2010 Year in Review

- Hosted presentation from Andrea Griener (City of Timmins) regarding the creation of one consolidated body to guide and oversee tourism in Timmins (October 2009);
- Reviewed public participation and uptake of the 2009 summer industrial tours offered by Goldcorp (October 2009);
- Received standing updates on *Bonjour Timmins*, The Venture Centre's francophone initiative (ongoing);
- Received standing updates on Ontario's Wilderness Region (ongoing);
- Received standing updates on ONE Attraction (ongoing);
- Received standing updates on Destination NORD (ongoing);
- Received standing updates on the Timmins Snowmobile Club (ongoing);
- Drafted unified terms of reference for the blended Tourism & Community Outreach Committee (November 2009);
- Pursued the establishment of one consolidated committee to oversee tourism in Timmins (ongoing);

- Investigated the possibility of a Charter Bags Initiative for the holiday season to promote Aboriginal and Francophone engagement (November 2009);
- Reviewed the Summer 2008 Direction Ontario Market Study Results (November 2009);
- Developed recommendations for improving tourism in Timmins to forward to the City of Timmins/joint tourism committee (December 2009);
- Reviewed the Ministry of Tourism’s “Business Conditions Survey for the Accommodation Industry” (December 2009);
- Reviewed the Ministry of Tourism’s “Facts & Figures Newsletter” (December 2009);
- Hosted presentation from Graham Campbell regarding the Environics Analytics study “Northern Ontario Segmentation Analysis sponsored by OTMPC and FedNor” (March 2009);
- Developed the Chamber’s 2009-2010 pewter ornament: Sandy McIntyre (March 2009);
- Conceived a five-part pewter ornament series featuring local famous mining pioneers, to be developed over the next five years (March 2009).
- Hosted discussion with Mark Jensen, Director of Development for the City of Timmins regarding future of tourism at the municipal level and how to proceed with Joint Tourism Committee in light of recent staffing complement changes (June 2010).

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;
- Coordinate the Chamber’s annual summer industrial tours;
- Monitor changes to government-lead tourism initiatives and/or designated regions.