



**The Corporation of the Township of Scugog
Tourism Advisory Committee Meeting Minutes**

January 8, 2026

10:00 AM

**Council Chambers, Municipal Building
181 Perry Street, Port Perry**

Members Present:

Chair, Ross Lomas
Vince Chair, Carey Nicholson
Beverly Brown
Michael Filip
Lisa Follows (10:08 a.m.)
Kenneth Laroza
Josh McIlmoyle
Councillor, Robert Rock

Also Present

: Director of Community Services, Lori Bowers
Committee Coordinator, Lindsay Burnett
North Durham Tourism Coordinator, Kristyn Chambers
Interim Curator, Scugog Shores Museum Village & Archives,
Helen Lister

Members Absent:

Christy Stone-Curry
David Slute

1. Call to Order

Staff called the meeting to order at 10:02 a.m.

2. Land Acknowledgment

Staff acknowledged the traditional territories of the Mississaugas of Scugog Island First Nation and recognized the contributions of First Nations, Metis, and Inuit peoples to the community, the province and the country.

3. Disclosure of Pecuniary Interest and Nature Thereof

Nil

4. Election of Chair and Vice Chair/Positions

Staff called for nominations from the floor for the positions of Chair and Vice Chair/ Treasurer, which resulted in Mr. Ross Martins-Lomas being nominated for Chair, and Ms. Carey Nicholson being nominated for Vice Chair/Treasurer. Both members accepted their nominations, and no other nominations were put forth. Both positions were acclaimed.

At this time in the meeting, Staff passed the Chair over to Mr. Martins-Lomas to conduct the remainder of the meeting.

5. Adoption of Minutes

5.1 Minutes of the November 6, 2025 Tourism Development Advisory Committee Meeting

Committee Recommendation:

Moved By: Robert Rock

That the minutes of the November 6, 2025, Tourism Advisory Committee meeting be approved.

Carried

6. Business Arising Out of the Minutes

Pg. 2 Item 7.1 Film Update

- Staff advised they have not been provided with the BIA's film survey.

Pg. 5 Item 10.2 Lakefront Skate & Holiday Market Sponsorship

- Advised that Staff has submitted a grant application to Central Counties Tourism;
- Mugs have arrived and will be sold for \$25 each;
- Louie's Cafe is working with the Township to promote the mugs - bring a mug in and for \$5, you can get a hot chocolate and a cookie;

- Staff will be looking to work with other local cafe's to work out a similar deal for a hot beverage and a sweet treat.

Pg. 5 Item 10.3 **Partnership Funding Opportunity with Central Counties Tourism**

- Staff submitted a grant application to Central Counties Tourism, seeking a funding partnership to offset the costs of promotional items and other promotional materials for the Lakefront Skate and Holiday Market.

7. Presentations and Delegations

Nil

8. Reports / Updates

8.1 Township of Scugog Visitor Growth Plan

Lori Bowers, Director of Communications and Strategic Projects

The Visitor Growth Plan was included in the agenda for the Committee's information. Staff thanked the Steering Committee, who were integral in creating the Plan. The Plan includes comments and rankings of priority areas, such as five key pillars that the Steering Committee identified.

The Plan includes a robust action plan, which is intended to guide the Tourism Advisory Committee's work plan for 2026 and beyond.

Central Counties Tourism will be presenting the Plan to Council next month. Staff will be preparing a wrap-around report to go with the Growth Plan, which will seek Council's endorsement.

As previously mentioned, the TAC work plan for 2026 should include items from the list of action items identified in the Growth Plan. Staff was requested to circulate the 2025 work plan for reference for the Committee to begin the process of building the 2026 work plan.

The Chair of this Committee (who sits on the board of directors for Central Counties Tourism) advised that CCT, in partnership with Rural Route Tours and Noozhoo Nokiiyan Limited Partnership, is submitting an application to the Union of Ontario Indians Project RFP, which includes building a visitor growth plan for 11 indigenous communities in the Southwest and Southeast regions of Ontario. He requested support from the Tourism Advisory Committee, which would be greatly appreciated, along with using the Township's Visitor Growth Plan as supporting material to the application.

9. List of Upcoming Tourism Events

The list of upcoming events was included in the agenda for the Committee's information. Staff was asked to add:

- Dragon Boat Races
- Brits on the Lake
- North Durham Pride
- Pow Wow

10. Correspondence

Nil

11. Other Matters

11.1 Review of 2025 Work Plan

The group reviewed the 2025 work plan and suggested:

- Not to move forward in 2026 with "Product Development" or marketing related to items noted in the Growth Plan;
- Film and T.V. stakeholder education could be merged into one item based on the action items in the Growth Plan;
- New panels for the tourism sign on the exterior wall of META4; Mr. Lomas offered to lead the hanging and switching of the panels each season.

Staff was asked to include the 2026 work plan on the next TAC meeting agenda.

12. Date and Time of Next Meeting

Thursday, February 5, 2026, at 10 a.m. in Council Chambers.

13. Adjournment

The meeting adjourned at 10:56 a.m.

Committee Recommendation:

Moved by: Robert Rock

THAT this meeting be adjourned.

Carried

Ross Martins-Lomas, Chair