

TOURISM VAUGHAN CORPORATION (“TVC”) MEETING OF THE BOARD OF DIRECTORS

AGENDA

Committee Room 242
2nd Floor
Vaughan City Hall
2141 Major Mackenzie Drive
Vaughan, Ontario

February 24, 2020

1:00 - 3:00 p.m.

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1. CONFIRMATION OF AGENDA
 2. DISCLOSURE OF INTERESTS
 3. ADOPTION OF MINUTES
 4. COMMUNICATIONS
 5. CONSIDERATION OF ITEMS REQUIRING DISCUSSION
 - 5.1 OPERATIONS + PLANNING
 - TVC Milestones To-Date
 - Tourism Vaughan Strategic Advisory Committee
 - Terms of Reference - for Approval
 - Application process and timeline
 - 2020 TVC Business Plan and Budget - for Approval
 - Proposed Hotel Developments
 - 5.2 COMMUNICATIONS + MARKETING
 - Tourism Identity Mark - for Approval (*presentation by Cinnamon Toast New Media Inc.*)
 - Vaughan.ca
 - Tourism Consumer Webpage (placeholder) *vaughan.ca/tourism*
 - Public TVC webpage - *vaughan.ca/tvc*
 - Email account - *tourism@vaughan.ca*
 - Email Database + ED Monthly Updates
 - 5.3 INDUSTRY INSIGHTS
 - TIAO MAT Municipal Governance Model Recommendations
 - TIAO Member Events

5.4 PARTNERSHIPS

- Central Counties Tourism
 - 2020 Symposium
 - New 2020 Tourism Experience for Arts & Artisans (CCT) – *update by Central Counties Tourism*
- 2020 Celebrate Ontario Grant

6. STAKEHOLDER DEPUTATIONS

7. OTHER BUSINESS

8. CONFIRMATION OF NEXT SCHEDULED MEETING

- Thursday, April 2 – 10:00 am - 12:00 p.m.
- 2020 Schedule of Meetings
 - Wednesday May 27 - 1:00 - 3:00 p.m.
 - Monday, September 28 – 1:00 - 3:00 p.m.
 - Monday, November 23 – 1:00 - 3:00 p.m.

9. ADJOURNMENT OF MEETING