

Report to Council

Report Title: Brockton Visitor Information Centre Quarterly Report

Prepared By: Sonya Watson, Chief Administrative Officer

Department: Administration

Date: June 18, 2019

Report Number: CAO2019-17 **File Number:** C11AD

Attachments: Brockton Visitor Information Centre Report - January to May 2019

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CAO2019-17 - Brockton Visitor Information Centre Quarterly Report, prepared by Sonya Watson, Chief Administrative Officer for information purposes.

Report:

Background:

By-Law 2017-108 requires a quarterly report relating to the Brockton Visitor Information Centre as per the Memorandum of Understanding with the Walkerton Business Improvement Area.

Analysis:

Walkerton Business Improvement Area (BIA) Manager Alishia Oberle has provided staff with the attached quarterly report for review. As noted in the report, the Brockton Visitor Information Centre will now be open regularly on Saturdays from 11:00 a.m. to 2:00 p.m. unless a local community event is happening, in which case there will be a booth present and staffed at the event.

Staff are working with the Walkerton BIA Board and the newly appointed BIA Manager, Alishia Oberle, who is bringing fresh ideas to the position.

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- | | |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity? | Yes |

- Do the recommendations contribute to Environmental Integrity? Yes
- Do the recommendations contribute to the Social Equity? Yes

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective?
N/A

Respectfully Submitted by:

A handwritten signature in black ink, appearing to read "Sonya Watson", with a long, sweeping horizontal line extending to the right.

Sonya Watson, Chief Administrative Officer