

**Mayor's Task Force on Tourism
Education Sub-Committee
November 12, 2020**

Committee Goal: create a knowledgeable task force. Our committee is an example of the larger group and also of the community as a whole. What we struggle to understand, our community will likely also.

1. Need for all task force members to have a strong grasp on the 3 pillars (people/planet/profits). We each have deficit in understanding of some of these three. Therefore, we can look for expertise from:
 - Experts in ecological impact of tourism: local ecologists, conservation groups, etc.
 - Expert in social infrastructure of Canmore: FCSS? Local artists groups
 - Expert on business side of tourism: business owners?
 - Call on Travel Alberta for guidance, their new CEO as a speaker, what message is TA taking to the world, what language do they use? How can we ensure we're speaking the same language?
 - Collaborate with Indigenous Tourism Alberta (<https://indigenoustourismalberta.ca>)
 - Ask Stoney Nakoda what and how they'd like to contribute to this process vs. telling them how we'd like them to contribute. Based on Dawn's experience, she recommends providing clear information about the task force and its goals when asking Stoney Nakoda representatives for their input. This information will help determine who they would like to be represented to speak on their behalf.
 - Other groups being left out?
 - What no-cost options do we have? What ToC staff already have a grasp on these issues and can share with us?
2. Recommend start with an invited expert to show global perspective, key learnings relevant examples in our niche
 - Potential to look to other similar mountain town communities for expertise, context
 - Then focus in our community and region for local insights, no-cost
 - Root locally and fill in the blanks in Canmore
3. Share articles and videos on Slack and reserve 10 min at start of each meeting to discuss.
4. Take a 'town walk' as a task force to various areas of Canmore where we can collectively observe tourism hot spots to ground us together (i.e. downtown, Cougar Creek trailhead, Quarry Lake, Three Sisters)
5. Task force members upload videos on their own showing places and moments in our community where tourism is a major factor, help show the diversity of our group's background, interests, knowledge bases, etc.
 - Sarah Elmeligi will upload one for the next meeting to exemplify the model
6. Need insight, education and guidance on public consultation and engagement process if the task force is to review RFPs and select consultant.