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FOR IMMEDIATE RELEASE

TOURISM BURLINGTON ANNOUNCES NEW BOARD OF DIRECTORS
Tourism Burlington held its Annual General Meeting May 20, 2021

BURLINGTON, Ontario - Tourism Burlington held its annual meeting in the trendiest way possible, virtually via Zoom. While tourism was one of the hardest-hit sectors this year and will likely take the longest to recover from the social and financial impacts of the COVID-19 pandemic, the theme of the meeting was resilience. Financially, the organization was able to stay whole; from strategic thinking from the board and staff to the one-time support from FedDev Canada, Tourism Burlington was able to maintain its staff levels and provide much-needed assistance to its hospitality and restaurant businesses.

During the meeting executive director, Kristene Smith announced the 2021 Tourism Burlington Board of Directors along with its newly appointed executive team: Jaclyn Jones – Whiting & Holmes Limited (Chair); Deanne Rodrigue - Royal Botanical Gardens (Vice-Chair); Nancy Brewer FCPA, FCA - BLR, LLP Chartered Professional Accountants (interim-Treasurer); David Whale - Marketing and Graphic Design Manager at Joelle’s and Jeff’s Guyshop (Secretary); and directors, Robin Ashton –Conservation Halton; Stephen Bell – Pepperwood Bistro, Brewing & Catering; Jason Stoner –Holiday Inn Burlington Hotel & Conference Centre; Jenny Wilkins – Waterfront Hotel Downtown Burlington; Councillor Kelvin Galbraith – Councillor of Ward 1, City of Burlington; Chris Glenn (COB Liaison)- Director of Recreation, Community and Culture, City of Burlington.

The board also recognized long-time tourism promoter and board volunteer Gord Langford (outgoing Chair), who has provided more than 19-years of his 40-year career in hospitality in service to the board. Special recognition was also given to Nancy Brewer and Ed Dorr, both providing their expertise for six years. “Special thanks to Gord, whose experience in hotel property management has been invaluable in helping to create programming and targeted communication for our hotel members. His efforts will continue to influence the work we do as we begin creating our new Strategic Plans,” says Jaclyn Jones, incoming Chair. She went on to say “Ed has been our official Citizen of the World, and an incredible ambassador for Tourism Burlington. His work with the Mundialization Committee has helped bring us closer to our twin sister cities in Itabashi, Japan and Apeldoorn, the Netherlands. We also express much gratitude to Nancy, whose skillset and enthusiasm has been invaluable. Ware grateful for the time and energy she has dedicated (and continues to dedicate!) to Tourism Burlington.”

After reflecting on activities from the past year, which can be found in our [2020 Annual Report](#), staff also shared details for upcoming operational projects including a new strategic plan for tourism, plans for continued support for businesses as the navigate re-opening and recovery, and further promotion of safe activities to be enjoyed by the community this summer.

Tourism Burlington is the destination management organization for Burlington operating a visitor information centre, manages tourism engagement within the community and for visitors alike. We market Burlington for its phenomenal attributes including the beautiful waterfront to the South, our scenic escarpment to the North, and vibrant downtown shopping areas.

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