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**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
MARCH 8, 2018 @ 5:30 P.M.
Committee Room 'A', 2021 Division Rd N, Kingsville**

A. CALL TO ORDER

Mayor Santos called the Regular Meeting to order at 5:30 p.m. with the following persons in attendance:

Members:

Mayor N. Santos
T. Gaffan
D. Hunt
D. Quick
Absent:
J. Gaffan
M. Stranak
M. Lauzon

Members of Administration:

CAO, P. Van Mierlo-West
Executive Assistant to the Mayor and CAO, J. Settingington
Tourism Coordinator, N. Cobby
BIA Coordinator, Christina Bedal

B. DISCLOSURE OF PECUNIARY INTEREST

When a member of the Committee has any pecuniary interest, direct or indirect, in any matter which is the subject of consideration at this Meeting of the Committee (or that was the subject of consideration at the previous Meeting of the Committee at which the member was not in attendance), the member shall disclose the pecuniary interest and its general nature, prior to any consideration of the matter.

C. PRESENTATIONS/DELEGATIONS

1. NONE

D. STAFF REPORTS

1. N. Cobby gave an overview of a proposal for an official tourism event called Bazaar Nights. The proposal in the report was that the night market be held the first and third Thursdays of June, July and August, for a total of 6 events. The event would look to incorporate the arts, possible food component, Carnegie concerts and vendors/shopping. N. Cobby met with ASK (Art Society of Kingsville) and would be looking for the BIA to encourage their members to stay open



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between the hours of 5:00-8:00 p.m. Possibilities for location include the parking lot behind the Post Office – could help incorporate non-downtown BIA members. She has also reached out to the Heritage and Historical Societies. They did not want to commit to walking tours, but did suggest re-enactments.

N. Cobby received a quote for concerts on the lawn at the Carnegie - \$4500 for the 6 concerts. This quote includes tent, sound system, stage, performer fee.

Discussion around an outside application the Town received for an event (food/drink) to take place in the parking lot of the Carnegie building, one Friday per month in June, July, August and September.

Discussion whether this was too broad – maybe need to look at 2 separate events. One event to include the concert series and the other event to include the marketplace component – don't want to split out audience.

T. Gaffan commented that he felt \$750/concert is overpriced for a 1.5 hour concert. N. Cobby commented that she could contact the group re: \$500 performer fee. Discussion about putting out a 'call to artists', reminder that if do it on own/committee we would be responsible for setting up stage, sound system and any other additional work required.

Discussion about sharing with other application to include vendors, artists, music with their planned Friday night event. Don't have the actual dates put forward, this group wants to hold it in Carnegie parking lot so they can access the public washrooms in the Carnegie Building. Look at incorporating the farmers market – have them set up one day early on these Fridays. D. Hunt suggested if this group was going forward with their proposal, we could concentrate more on the vendors/arts versus the food.

Discussion about possibility of having concert events at Grovedale House instead of Carnegie. Group thought the first Thursday in June might be too soon – perhaps starting third Thursday in June instead. Need to plan out the night market/bazaar and coordinating concerts. D. Hunt suggested reaching out to the high school for musicians.

Discussion about looking at other possibilities for the stage events – could also look at dance demonstrations, wine/art class – not just music – 'rotating' stage. Talk about where this could happen – Carnegie grass might be too small, possibility of closing streets. If we close some streets – more flexibility and control. Need buy-in from businesses – could look at closing Main, Division or King –



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which makes more sense? C. Bedal thought farmers market is good idea – bring the people to the event.

T. Gaffan suggested putting it out on social media, asking “what do you want?” – also looking for potential vendors.

Discussion came back to number of concerts – should we start with one per month. Are we looking at two different events? Maybe still do two per month – but look at one concert/culture (starting at Carnegie) and one bazaar – alternating.

Direction given to N. Cobby to proceed with inquiries and put together a plan.

08-2018 Moved by DAVE HUNT seconded by TONY GAFFAN to receive the report as presented.

CARRIED

2. C. Bedal provided Committee with BIA Update. The 2017 BIA voucher system was a success, and \$99,400 BIA dollars/vouchers were redeemed. The vouchers were sold out in two days, there was a \$2000 limit per consumer. The vouchers were spread around at a variety of Kingsville establishments. She will be meeting with BIA members to get their feedback and input. Question was asked re: the remaining \$600 that was not redeemed. If someone comes forth with the vouchers, they will be reimbursed at face value - \$8.50. The Royal Bank has already put the money into the BIA account.

C. Bedal has been meeting with businesses – communicating the promotional opportunities and partnerships that are available. She is sharing with the membership information about this Committee and the discussions taking place.

E. BUSINESS CORRESPONDENCE – ACTION REQUIRED

NONE

F. MINUTES OF THE PREVIOUS MEETING

1. Tourism and Economic Development Committee Meeting Minutes — FEBRUARY 8, 2018



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09-2018 Moved by TONY GAFFAN, seconded by DOUG QUICK to receive the minutes of the Tourism and Economic Development Committee Meeting dated FEBRUARY 8, 2018.

CARRIED

G. NEW AND UNFINISHED BUSINESS

1. ACCOMMODATION STUDY –

The Accommodation Study is not yet complete or ready for discussion. P. Van Mierlo-West stated that she has asked them to concentrate on the tools, how do we make this happen versus the actual data. A draft should be ready by next month.

H. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee shall take place on APRIL 12, 2018 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

I. ADJOURNMENT

10-2018 Moved by DOUG QUICK, seconded by DAVE HUNT to adjourn this Meeting at 6:25 p.m.

CARRIED

CHAIR, Mayor Santos

**RECORDING SECRETARY,
J. Settington**