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**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
MAY 10, 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
J. Gaffan
M. Stranak
M. Lauzon

Members of Administration:

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. Peter Scherer – Grapevine Tours
Sent his regrets.
2. SimpleTec – New App Technology

S. MacDonald and R. Al-aubaidy presented their new app proposal to the Committee. This started out as a school project, they created a companion app for the Town of Kingsville. This app will bring everything to one location, available on your smartphone – i.e. Town of Kingsville Facebook, Twitter, Pelee Island ferry schedule, soccer registrations etc. Not an alternative for what has already been created – want to incorporate everything into one place. The demo is up and running and they were able to share with the committee. The next step is to work on getting the app on the app store, and talking to businesses about advertising –



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looking at cost of \$29/month. There is no cost to the Town – the revenue is some retail advertising only.

Currently MyKingsville is open to all businesses in Kingsville at a cost.

Discussion around the table re: ability to keep up with demand, policy for push notifications for advertisers, possibility that this app would drive more traffic to the website.

As of right now the app is built, with all the coding, working on the paperwork, then adding/building content for the app.

C. Bedal extended invitation for SimpleTec to speak to the BIA Board.

11-2018 Moved by JIM GAFFAN seconded by DOUG QUICK to support the business and allow MyKingsville to become a monthly subscriber for one year.

CARRIED

D. STAFF REPORTS

1. N. Cobby gave an overview of Tourism and Economic Development projects.

Kingsville Foldout Map – the Kingsville BIA wants to stick with the current format, looked at adding 1 panel to the map, this would increase the cost by 80%. Look at keeping the map the same size, and adding more advertisements. Can add extra ads along the side and shrink the size of the map.

Discussion around the table re: adding more ads vs taking away from the value of the map, people using the map are generally older, making the map portion could be a concern.

The 2016 cost for an ad was \$250 + HST, if we increase the number of ads to 36, can break even at \$285 per ad, if keep same number of ads need to increase the cost to \$350. The ad space is 2016 sold out extremely fast. The committee would support cost of \$300 per ad.

N. Cobby reported that the Staycation Expo at Devonshire Mall was successful.



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N. Cobby updated the Committee that Bazaar Nights wasn't approved by SERT. Feedback received – too many issues related to closing Chestnut Street, including fire access, restaurant access for staff – it was not a good fit. Suggestion – use parking lot on King Street, had experience using that lot in the past. N. Cobby suggested look ahead to 2019 – start preparations & planning now, look at communications, different opportunities for partnership. The ground work has been done, regroup and bring suggestions back to the committee.

Discussion around the table re: hosting event in 2019 at Mettawas Park & Grovedale – branding it as an “Art in the Park” type event. Can utilize the new park & facilities, it is outside the BIA boundaries – no limit/restrictions. Perhaps looking at a theme for each event.

12-2018 Moved by DAVE HUNT seconded by TONY GAFFAN to receive the report as presented.

CARRIED

2. C. Bedal provided Committee with BIA Update. Seven new members have been welcomed into the BIA district and there has been an increase in the number of artists hosting receptions at the Carnegie Centre. The Art Society of Kingsville (ASK) will be at the Carnegie next month. On April 24 the BIA hosted the first small business seminar – 15 businesses registered and 12 attended.

Discussion around the table that as a committee, should be working to draw people to Kingsville. May is considered birding season, yet not doing anything to welcome birders. How can we keep them here? What can we do as a group? The BIA & Tourism need to work together – tap into the after birding hours.

T. Gaffan suggested looking at drive-thru art – similar to at Jack Miner. We can market that, will help arts & culture – it could be a very minimal cost, that would draw people into the Town. M. Lauzon commented that need to look at providing money for the artists. N. Santos stated that would need to become a budget item.

E. BUSINESS CORRESPONDENCE – ACTION REQUIRED

NONE



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F. MINUTES OF THE PREVIOUS MEETING

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

13-2018 Moved by MARIAN STRANAK, seconded by MICHAEL LAUZON to receive the minutes of the Tourism and Economic Development Committee Meeting dated MARCH 8, 2018.

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G. NEW AND UNFINISHED BUSINESS

1. Sub-Committee for Mayors Business Awards –

Sub-committee members were picked/volunteered to review submitted nominations for the Mayors Business Awards. Members of the sub-committee are: M. Stranak, D. Hunt and M. Lauzon. Meeting day/time will be set next week.

14-2018 Moved by TONY GAFFAN, seconded by DOUG QUICK to accept the Sub-Committee members.

CARRIED

H. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee shall take place on JUNE 14, 2018 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

I. ADJOURNMENT

15-2018 Moved by TONY GAFFAN, seconded by MICHAEL LAUZON to adjourn this Meeting at 6:45 p.m.

CARRIED

CHAIR, Mayor Santos

**RECORDING SECRETARY,
J. Settington**