



## MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE  
JUNE 14, 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  
Mike Lauzon

**Members of Administration:**

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

Regrets:  
Marian Stranak

### 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. Ray Kraus – Goose on the Loose Portable Signs

R. Kraus provided committee members with an overview of his business proposal. He is purchasing a traveling 16 foot trailer that he wants to fill with exclusively Kingsville billboard advertising. He will start running the trailer in May 2019, and wants to have all the advertising spaces filled before he starts. He is offering the inside of the trailer to the Town of Kingsville, if they will staff it as a place to promotions at the various festivals, events, farmers markets, parades etc. If there is an entry cost to the various events – split the cost with the Town.

He is looking at charging \$100/month to the various businesses for advertising – he will run the trailer from May 1-December 31. The agreement will be for 1 year at



## MINUTES

a time, the actual advertising time is 8 months, but will charge/take the money over a 12 month cycle. The various businesses that advertise will have to pay for the sign/wrap themselves. It is a 2-sided truck, has 40-45 2x2 spots available.

Discussion and questions from the group – lighting and ventilation inside the trailer, possibility of MyKingsville.ca purchasing advertising space.

N. Santos is looking for direction from the Committee.

P. Van Mierlo-West stated that she will write a report to bring forward at the next meeting. Need to review what other investments the group has already committed, look at the budget. Will touch base with R. Kraus following the next meeting.

- 16-2018** Moved by JIM GAFFAN seconded by TONY GAFFAN to review the report and discuss budget levels at the July Tourism & Economic Development Committee meeting.

**CARRIED**

### D. STAFF REPORTS

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

Pelee Islander 2 Launch – N. Cobby reviewed the three itineraries aimed at different demographics. There is no cost associated, it is a pick your own adventure. This will be featured on the Pelee Island II landing page that TWEPI is hosting. N. Cobby also reviewed the information on contest and packages that she is working on in collaboration with businesses that will have costs associated.

N. Cobby provided Kingsville Tourist Map proof. For this edition – selling 42 spots at \$50 more per ad – to reflect increasing distribution costs. All but 4 ads have currently been sold, and will be updating the directory/legend.

N. Cobby reviewed the email campaigns that feature local businesses – currently sending to 200 subscribers – Zoomer list, previous MyKingsville list and collection of current email addresses.

Discussion on statistics provided re: MyKingsville Email Campaign – can businesses look/see these statistics? N. Cobby stated that she could reach out to share the numbers so they can see the value to their own business.



## MINUTES

2. C. Bedal provided Committee with BIA Update.

The extra ads from the map have been well received, there is a nice representation from Kingsville, Ruthven and Cottam. Her thought is to start earlier in the year next time, before businesses have spent their marketing budget.

### E. BUSINESS CORRESPONDENCE – ACTION REQUIRED

NONE

### F. MINUTES OF THE PREVIOUS MEETING

1. Tourism and Economic Development Committee Meeting Minutes — MAY 10, 2018

**17-2018** Moved by MARIAN STRANAK, seconded by MICHAEL LAUZON to receive the minutes of the Tourism and Economic Development Committee Meeting dated MARCH 8, 2018.

**CARRIED**

### G. NEW AND UNFINISHED BUSINESS

1. WE Tech Alliance

P. Van Mierlo-West discussed email from WE Tech. She stated that part of the Strategic Plan is to develop strategy related to youth entrepreneurship. Looking at more courses/classes at the Town, developing partnership with WE Tech.

Tech week is being incorporated in our social media plan for the entire week, October 29 to November 2, 2018.

P. Van Mierlo-West will be having a teleconference meeting with WE Tech tomorrow (June 15) to discuss partnerships. Want to discuss youth retention, engagement strategies, space allocation, one-on-one coaching for startups.

Discussion re: Ruthven Industrial Park – looking at some form of innovation centre/training centre. Look at greenhouse operators/University of Guelph – developing “quasi-campus”. Big challenge for greenhouse industry – trained, certified, diploma staff.



## MINUTES

### 2. Kingsville Video

Watched the newest edition of the Kingsville video. Discussion about another version and asking Tara Hewitt to provide the voiceover. There are no pictures/videos of fruit or vegetable stands – this is something that is unique to this area and that isn't projected in the video. The sports complex – only show baseball diamond – need to showcase more of what is available. Perhaps this can be addressed with the voiceover language vs. photos. Disappointed with the photos/video of the Fantasy of Lights – would like to see the whole display/park. Recommendation – show where Kingsville is located on the map. Do not like the one shot/video of driving through the snow, there are no leaves on the trees. There is no emphasis on the Marina or the Lake Erie shoreline. Don't like the shot about 20 seconds in – all it shows are cars on the pavement, For Rent signs and empty buildings – not engaging at the beginning of the video. Discussion about including photos/videos of the BIA Clock at the four corners. Still doesn't match the description vs. the photos/video.

Discussion re: cost of the original video – under \$5,000. If we supplied the footage, could it be inserted? Decided to wait on current video, allow Tara & Natalie to work on it late summer/early fall, the committee to provide list of what they would want to include in the next edition/new video.

### H. NEXT MEETING DATE

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

### I. ADJOURNMENT

- 18-2018 Moved by DOUG QUICK, seconded by TONY GAFFAN to adjourn this Meeting at 6:45 p.m.

CARRIED

  
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CHAIR, Mayor Santos

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RECORDING SECRETARY,  
J. Settingington