



# MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE  
THURSDAY, AUGUST 9, 2018 @ 5:30 P.M.  
Council Chambers, 2021 Division Rd N, Kingsville**

## **A. CALL TO ORDER**

Mayor Santos called the Regular Meeting to order at 5:35 p.m. with the following persons in attendance:

**Members:**

Mayor N. Santos  
T. Gaffan  
D. Hunt  
J. Gaffan  
Mike Lauzon  
Marian Stranak

**Members of Administration:**

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

Absent:  
D. Quick

## **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. John Dutton – Kingsville Culture Days**

J. Dutton presented the committee members with an overview of Kingsville Culture Days, and requested a \$2960.00 donation for 2018's event. P. Van Mierlo-West stated that she can see potential synergies, but larger ticket items may not be possible this year. C. Bedal offered to personally sponsor \$660.00 for the flag adverts. The committee directed the C.A.O to meet with J. Dutton regarding Culture Days and possible partnerships.

**19-2018** Moved by J. GAFFAN seconded by T. GAFFAN to have the C.A.O and J. Dutton meet regarding Culture Days.



## MINUTES

**CARRIED**

N. Santos moved *D: Staff Reports Item 4 "Culture Days Request"* up for immediate discussion. In her report, P. Van Mierlo-West's recommendation is to "support the Culture Day's committee through the fee waiving of the Unico Centre and liability insurance".

**20-2018** Moved by D. HUNT seconded by M. STRANAK to approve use of the Unico Centre and Town's insurance for Kingsville Culture Days.

**CARRIED**

### **D. STAFF REPORTS**

1. N. Cobby gave a verbal overview of tourism projects, listing businesses and events she featured on MyKingsville's social media page last month. She confirmed the tourist map is complete. She provided an update on Kingsville Folk Fest weekend. M. Lauzon volunteered to assist Sunday, August 12, 2018 after 3:00pm. P. Van Mierlo-West requested additional volunteers connect with N. Cobby to coordinate days and times. Kingsville's presence on the Jiimaan was discussed. D. Hunt recommended better presence on the new boat.
2. C. Bedal provided the Committee with a Kingsville BIA Update. She reported that sidewalk sales are this Friday, Saturday and Sunday. She is also currently working on the Holiday Guide.
3. P. Van Mierlo-West provided an update on the Mayor's Roundtable on Tourism. She asked committee members to provide the names and contact numbers/emails of 10 businesses/individuals related to tourism for direct invitation. "Opportunities for Partnerships/Cross Promotion" and "What are we Missing Right Now?" were suggested as additional discussion topics.
4. P. Van Mierlo-West presented the committee with a report on the request for advertisement by Goose on the Loose Portable Signs. She recommended the request for advertising funds be denied as the funds are not available in the 2018 budget.



## MINUTES

- 21-2018** Moved by T. GAFFAN seconded by D. HUNT to support the recommendation that the request for advertising funds be denied.

**CARRIED**

### **E. BUSINESS CORRESPONDENCE – ACTION REQUIRED**

NONE

### **F. MINUTES OF THE PREVIOUS MEETING**

1. Tourism and Economic Development Committee Meeting Minutes — June 14, 2018

- 22-2018** Moved by T. GAFFAN seconded by M. LAUZON to receive the minutes of the Tourism and Economic Development Committee Meeting dated June 14, 2018.

**CARRIED**

### **G. NEW AND UNFINISHED BUSINESS**

1. KEDC – September 26-27, 2018

The committee reviewed the Kingsville Economic Development Conference (KEDC) schedule of events and speakers. P. Van Mierlo-West is finalizing details with Eat, Drink, Dine Kingsville (EDDK) to have the dinner at “A Toast to Kingsville”. She also reported she is meeting with Libro regarding sponsorship and Union Gas has confirmed sponsorship. T. Gaffan recommended Trevor Loop be approached to speak about EDDK. D. Hunt requested that the BIA help with volunteering at the event. P. Van Mierlo-West said that networking through municipal memberships, direct emails/invitations, social media, etc. will be utilized to advertise.

### **H. NEXT MEETING DATE**

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



# MINUTES

P. Van Mierlo-West thanked the committee for their participation in the committee surveys. She stated that a “so, you want to be on a committee” video is planned for October.

## I. ADJOURNMENT

**23-2018** Moved by M. STRANAK seconded by T. GAFFAN to adjourn this Meeting at 6:40 p.m.

**CARRIED**

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**CHAIR, Mayor Santos**

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**RECORDING SECRETARY,  
T. Hewitt**