



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
WEDNESDAY, SEPTEMBER 12, 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 5:45 p.m. with the following persons in attendance:

Members:

Mayor N. Santos
T. Gaffan
D. Hunt
J. Gaffan
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

Regrets:

D. Quick
Mike Lauzon

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. STAFF REPORTS

1. Project Status Updates – N. Cobby

N. Cobby presented the Kingsville maps. She stated that the advertising made the maps a great revenue generator. She provided information on upcoming events including the Culture Days "Author Forum", Essex Region Conservation Bike Tour, Dress a Decoy People's Choice awards and Sarnia Fusion, a festival that she will attend alongside TWEPI. She requested volunteers to assist at Sarnia Fusion and will send the committee information on the hours. She is currently working on the 2019 budget for presentation at the October TEDC meeting.



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2. Kingsville BIA Update

C. Bedal provided the Committee with a Kingsville BIA Update. She is preparing for the BIA Dollars promotion which will take place from November 8-13th in partnership with Royal Bank. C. Bedal is designing the voucher and the BIA will distribute \$100,000 in BIA Dollars. She explained the Holiday Spree will also occur around that time. She is also working on the Holiday Guide and a questionnaire for the BIA's 3 year Strategic Plan, which C. Bedal will begin sending to members.

3. Update on the Mayor's Round Table

P. Van Mierlo-West provided an update on the Mayor's Roundtable on September 6, 2018. Overall there were great discussions but a higher level of focus on tourism is required for the next one. P. Van Mierlo-West anticipates a period of 6 months or longer to complete the initiative. P. Van Mierlo-West stated that the next roundtable will use a coloured sticker system to ensure a varied group at each table. The number of questions will also be reduced. P. Van Mierlo-West will bring a report back identifying next steps.

D. MINUTES OF THE PREVIOUS MEETING

1. Tourism and Economic Development Committee Meeting Minutes — August 9, 2018

24-2018 Moved by D. HUNT, seconded by J. GAFFAN, to receive the minutes of the Tourism and Economic Development Committee Meeting dated August 9, 2018.

CARRIED

E. NEW AND UNFINISHED BUSINESS

1. KEDC – Verbal Update – P. Van Mierlo-West

P. Van Mierlo-West reported that Kingsville Economic Development Conference (KEDC) is cancelled. She explained that KEDC was scheduled between EDAC and TIAO, making September bad timing. The upcoming election was also causing scheduling conflicts for registrants. P. Van Mierlo-West stated that many speakers have agreed to come back next year and will look at potential dates in 2019 and make a recommendation.



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N. Santos pointed out that Toast to Kingsville is still on, with proceeds to Mettawas Park.

F. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is October 11, 2018 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

There was discussion on beginning advertisement for committee volunteers in advance of new Council.

G. ADJOURNMENT

25-2018 Moved by D. HUNT seconded by T. GAFFAN to adjourn this Meeting at 6:21 p.m.

CARRIED

CHAIR, Mayor Santos

**RECORDING SECRETARY,
T. Hewitt**