



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, FEBRUARY 14, 2019 @ 5:30 P.M.
Committee Room 'A', 2021 Division Rd N, Kingsville**

A. CALL TO ORDER

P. Van Mierlo-West called the Regular Meeting to order at 5:30 p.m. with the following persons in attendance:

Members:

Mayor N. Santos
T. Gaffan
B. Durward
D. Hunt

Members of Administration:

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

M. Somerville
M. Law
S. Lowrie – arrived at 5:38pm.

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. None were reported

C. ELECTION OF A CHAIR

P. Van Mierlo West requested nominations for the chair. N. Santos was nominated.

01-2019 Moved by T. GAFFAN seconded by D. HUNT to elect N. SANTOS as the Tourism Economic Development Committee Chair.

CARRIED

D. STAFF REPORTS

N. Santos assumed the position of chair and welcomed the new committee. Introductions were made. S. Lowrie arrived at 5:38pm and introduced herself.

1. Report – Review of Projects in 2018 – N. Cobby

N. Cobby provided a summary of projects the Town of Kingsville was involved with in 2018, including events, advertising initiatives and printed marketing materials. She explained the positive partnership between the Town of Kingsville and the BIA. She invited the committee to follow MyKingsville on social media. The visual impact of the current billboards was discussed and there were recommendations for improvements during the next creative change.

Highland Games, Tall Ships, and the Carnegie Social were discussed for involvement in 2019. D. Hunt volunteered to sell merchandise at the Carnegie Social or Night Markets.

2. 2019 Strategic Plan Targets – P. Van Mierlo-West

P. Van Mierlo-West summarized the Tourism Economic Development Strategic Plan. She explained that the plan guides the direction of the committee and the identified the main economic development actions/goals.

02-2019 Moved by D.HUNT, seconded by T. GAFFAN to receive the report and align ourselves with these actions for this year.

CARRIED

3. TEDC Events – 2019 update – P. Van Mierlo-West

P. Van Mierlo-West presented an update on 2019 events. She summarized the plan for 2019 KEDC. She stated the 2019 Kingsville Business Recognition Awards will be held at Pelee Island Winery on Thursday, May 30th. She identified the sponsors (Libro and RC Spencers) She requested a Business Recognition Award subcommittee to review nominations and choose winners. The KEDC subcommittee will begin in March. Size of venue, reserving seating for nominees, and limiting tickets were discussed.

M. Law, S. Lowrie, B. Durward and D. Hunt volunteered for the Business Recognition Awards subcommittee. KEDC Subcommittee responsibilities were summarized. It was suggested that we market the event at conferences (pass out cards) at AMO, OSUM, EDCO. EDAC training seminars may bring people in. (Restaurant Crawl) The KEDC subcommittee is: T. Gaffan, S. Lowrie, M. Somerville, and M. Law.

4. Report – Kingsville Bites Book 2019 – N. Cobby

N. Cobby presented her report on the Kingsville Bites Book.

The committee reviewed the proposed book/passport for Kingsville. “A Taste of Kingsville” was recommended for branding. Kingsville’s attendance at expos was discussed. The MyKingsville website was reviewed. Passports will be featured at Sarnia Fusion.

03-2019 Moved by D.Hunt, seconded by B. Durward to receive the report, support the 1000 units and have a mock up prepared by next meeting.

CARRIED

E. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—November 21, 2018

04-2019 Moved by D. Hunt, seconded by T. Gaffan to receive the minutes of Tourism/Economic Development Committee Meeting dated November 21, 2018.

CARRIED

F. NEW AND UNFINISHED BUSINESS

1. Daytripping Magazine Full Media Kit – P. Van Mierlo-West

P. Van Mierlo-West presented Daytripping Magazine's media kit. There was discussion about the return on investment. It was suggested to review a more digital approach.

05-2019 Moved by B. Durward, seconded by T. Gaffan, to receive the kit.

CARRIED

G. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is Thursday, March 14, 2019 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

H. ADJOURNMENT

06-2019 Moved by B. Durward, seconded by M. Somerville, to adjourn this Meeting at 7:15p.m.

CARRIED

CHAIR, Mayor Santos

RECORDING SECRETARY, T. Hewitt