



## MINUTES

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

### **A. CALL TO ORDER**

In the absence of Mayor Santos, Councillor Gaffan assumed the chair and called the Regular Meeting to order at 5:31 p.m. with the following persons in attendance:

**Members:**

T. Gaffan  
B. Durward  
M. Somerville  
M. Law  
S. Lowrie

**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

**Regrets:**

Mayor N. Santos  
D. Hunt

### **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. DELEGATIONS/PRESENTATIONS**

T. Gaffan introduced Amy Saba of Branding Loft. Amy presented information about "Crafted," a company that uses recycled shipping containers to provide a mobile eatery experience along waterfronts. There was discussion about cost, number of units, and potential location fits in Kingsville/Cottam (such as Cedar Island, Cedar Beach, Ridgeview/Rotary Park or by the docks) A. Saba left at 5:48pm.

### **D. STAFF REPORTS**

1. Report – Project Status Update Mar 2019 – N. Cobby

N. Cobby provided a summary of her attendance at the Southwestern Ontario Tourism Corporation Conference, which she attended in March. There was discussion about developing a unique brand personality for Kingsville. It was decided that a report regarding a slogan for Kingsville will be on the next Tourism Economic Development agenda.

2. TOK Passport 2019 – N. Cobby

N. Cobby presented the draft “Taste of Kingsville” passport. The committee provided feedback. A system to track passport use was discussed. It was decided that the coupons will all expire at the same time, and after one year.

**07-2019** Moved by S. Lowrie, seconded by M. Law, to receive the N. Cobby's report.

**CARRIED**

3. Tourism Round Table 2 – P. Van Mierlo-West

P. Van Mierlo-West presented her report on the second Mayor's Round Table on Tourism. She recommended splitting the discussion into five separate categories. She provided a sample list of questions, proposed dates, and outlined timeframes. She requested each committee member attend two of the round tables. Another session on B&Bs, Airbnbs and accommodations will take place. She proposed April 1<sup>st</sup>, 15<sup>th</sup> and 29<sup>th</sup> as well as May 6<sup>th</sup> and 21<sup>st</sup> for the meeting dates. Invitations will be sent out for each of the sessions.

**08-2019** Moved by B. Durward, seconded by M. Law, to approve the timeframes and action items within the report.

**CARRIED**

**E. MINUTES OF THE PREVIOUS MEETING**

1. Tourism/Economic Development Committee Meeting Minutes—February 14, 2019  
B. Durward and M. Somerville noted their last names were spelled incorrectly.

**09-2019** Moved by M. Law, seconded by B. Durward, to approve the minutes of Tourism/Economic Development Committee Meeting dated February 14, 2019 with those corrections.

**CARRIED**

## **F. NEW AND UNFINISHED BUSINESS**

1. The committee discussed A. Saba's presentation "Crafted". Insurance, licensing and aesthetics were questioned. The committee decided to table the idea and reassess next year.
2. P. Van Mierlo-West provided an update on the Business Recognition Awards.

## **G. NEXT MEETING DATE**

1. The next meeting of the Tourism and Economic Development Committee is Thursday, April 11, 2019 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

## **H. ADJOURNMENT**

**10-2019** Moved by M. Law, seconded by S Lowrie, to adjourn this Meeting at 6:45 p.m.

**CARRIED**

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**CHAIR, Tony Gaffan**

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**RECORDING SECRETARY, T. Hewitt**