



## MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE  
THURSDAY, APRIL 11, 2019 @ 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:**

T. Gaffan  
B. Durward  
M. Somerville  
M. Law  
S. Lowrie  
Mayor N. Santos  
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

### **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**

N. Santos welcomed Joe Deneau, Jamie Lees and Frank D'Angelo from J@nk Media & Design who presented information on their My Kingsville Digital Advertising "Partner Program" which aims to drive more traffic to mykingsville.ca and allow for more targetable, trackable digital advertising for the Town and its corporate partners. Sales and creative would be the responsibility of J@nk and it would be a revenue neutral initiative. Accessibility requirements were discussed. P. Van Mierlo-West will bring a report back to the next meeting with further detail. J. Deneau, J. Lees and F. D'Angelo left the meeting at 6:10pm.

### **D. STAFF REPORTS**

1. Tourism and Economic Development Budget vs. Actuals – P. Van Mierlo-West

P. Van Mierlo-West provided the committee with an overview of the budget and touched on the current expenses. There was discussion about selling merchandise to business owners for resale in their own establishments.

2. Report – Project Status Update Apr 2019 – N. Cobby

N. Cobby summarized the tourism initiatives taken in April. She has sold 38/39 of the passport ads. She stated that tracking will be done by a sticker/initial system. It will be ready for print by the next meeting.

**11-2019** Moved by T. GAFFAN, seconded by B. DURWARD, to receive the reports.

**CARRIED**

3. TOK Passport Proof 3 – N. Cobby

The committee reviewed the passport proof.

4. Mayor Round Table Update – P. Van Mierlo-West

P. Van Mierlo-West provided an overview of the Mayor Round Table on Art. She stated there are five more Round Tables scheduled and the next one will be on Sports. Marketing strategies will be discussed when the strategic plan is finalized. She stated that our summer student will be developing a “selfie trail”. It was recommended that we touch on threats in our SWOT. There was discussion on the questions that will be asked in the next Mayor’s Round Table. P. Van Mierlo-West will send out packages on facilitation.

5. Staycation Volunteers – P. Van Mierlo-West

P. Van Mierlo-West requested volunteers to help N. Cobby at the Staycation. T. Hewitt or M. Somerville will help with set up. N. Santos will assist over lunch. S. Lowrie will assist on Saturday. M. Law can help coordinate volunteers with set up. T. Hewitt will reach out to all staff via email to recruit other volunteers.

**E. MINUTES OF THE PREVIOUS MEETING**

1. Tourism/Economic Development Committee Meeting Minutes—March 14, 2019

**12-2019** Moved by T. GAFFAN, seconded by B. DURWARD, to approve the minutes of Tourism/Economic Development Committee Meeting dated March 14, 2019.

**CARRIED**

**F. NEW AND UNFINISHED BUSINESS**

1. C. Bedal provided an update on the BIA – including a graffiti clean-up. She stated that the Water Quench Buggy is confirmed and that there will be a Highland Games decorating contest. They are also in the process of refreshing banners.
2. There was discussion about the J@nk Media presentation and what marketing can be handled internally. There was also concern about competing with businesses for ad revenue.

**G. NEXT MEETING DATE**

1. The next meeting of the Tourism and Economic Development Committee is Thursday, June 6, 2019 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

**H. ADJOURNMENT**

**13-2019** Moved by D. HUNT, seconded by M. LAW, to adjourn this Meeting at 7:01 p.m.

**CARRIED**

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**CHAIR, Nelson Santos**

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**RECORDING SECRETARY, T. Hewitt**