



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, JUNE 6, 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
D. Hunt

Members of Administration:

CAO, P. Van Mierlo-West
Executive Assistant to the Mayor and CAO, T. Hewitt
Tourism Coordinator, N. Cobby
Summer Student, N. Leili

Regrets: 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. STAFF REPORTS

1. Project Status Update June 2019 – N. Cobby

N. Cobby presented her Project Status Update for June 2019. She reported that the back cover of the passport was sold to Green Heart Kitchen for an additional \$30.00. She will provide a copy of the sticker at the next Tourism and Economic Development meeting.

N. Leili arrived at 5:35 p.m.

M. Law recommended having passports available at the Kingsville Folk Fest if production is completed in time.

14-2019 Moved by T. Gaffan, seconded by D. Hunt, to receive the report.

CARRIED

P. Van Mierlo-West introduced tourism summer student, N. Leili. N. Leili invited the committee to set up meetings with him regarding projects over the summer. He provided them with his email.

N. Leili left at 5:40 p.m.

2. Mayor's Round Table Update – P. Van Mierlo-West

P. Van Mierlo-West presented data and trends from the Mayor's Round Table on Sports. She stated the Parks and Rec Masterplan will address some of the capital requests. She intends to contact the participants from T. Gaffan's table (T. Omstead and C. Uszynski) for additional input.

3. Volunteer Participation

P. Van Mierlo-West requested volunteers to assist at our Tourism booth at the Highland Games, Explore the Shore, Kingsville Folk Fest and Tall Ships. A doodle poll will be sent after the meeting for sign-up.

T. Gaffan stated an additional event may take place in September involving Colasantis the Kings and EDDK (Eat Drink Dine Kingsville).

4. RED Scope of Work

P. Van Mierlo-West outlined next steps for the RED Grant. There will be an RFP for a BR&E Coordinator/Consultant. OMAFRA is conducting a training session in Chatham in July and P. Van Mierlo-West would like to see the committee attend.

5. KEDC Event – 2019 Update

P. Van Mierlo-West stated that Leamington has invited Kingsville to partner on their Economic Development Conference in October. There was a discussion on the advantages of partnering versus continuing independently. The committee requested additional information. P. Van Mierlo-West will obtain further details and follow-up with the committee.

D. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—April 11, 2019

15-2019 Moved by D. Hunt, seconded by M. Law, to approve the minutes of Tourism/Economic Development Committee Meeting dated April 11, 2019.

CARRIED

F. NEW AND UNFINISHED BUSINESS

1. Budget – Update

The committee reviewed the Budget vs. Actuals up to May, 31, 2019.

2. Tourism Guide “Summer Guide”

D. Hunt presented a sample of a “Summer Guide” booklet and recommended Kingsville create a similar program. B. Durward suggested adding a map to the Passport.

3. Business Awards

There was discussion on the 2019 Kingsville Business Awards, which took place May, 30, 2019. The committee recommended potential improvements for next year, including a more defined criterion on how the awards are judged and increasing the number of award categories to five.

G. NEXT MEETING DATE

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

H. ADJOURNMENT

16-2019 Moved by B. Durward, seconded by S. Lowrie, to adjourn this Meeting at 5:30 p.m.

CARRIED

CHAIR, Nelson Santos

RECORDING SECRETARY, T. Hewitt