



## MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE  
THURSDAY, AUGUST 8, 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 5:31 p.m. with the following persons in attendance:

**Members:**

T. Gaffan  
B. Durward  
D. Hunt  
M. Somerville

**Members of Administration:**

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

**Regrets:**

M. Law  
S. Lowrie

### **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. Tourism Economic Development Report – P. Van Mierlo-West**

P. Van Mierlo-West stated the Mayor's Round Table scheduled for Tuesday, August 13, 2019 is cancelled due to lack of participation. A survey will be sent out instead. There was discussion about attending an EDDK meeting for further input. T. Hewitt will notify everyone who registered. P. Van Mierlo-West stated the BR&E interviews are anticipated to start in September.

**20-2019** Moved by D. Hunt, seconded by B. Durward, to receive the report.

**CARRIED**

2. Monthly Report – N. Cobby

N. Cobby provided an overview on recent projects and events. She stated that Explore the Shore was a very positive experience. She discussed the upcoming events including the Tall Ships Festival and ERCA Bike Tour. She reported that she is working with a local photographer to capture images of Kingsville's landscape and businesses. She provided an update on the status of the passport and the line-up of artists being featured at the Carnegie. There was discussion about having a game to engage booth visitors at events.

3. Budget vs. Actuals (ending July 31, 2019) - P. Van Mierlo-West

P. Van Mierlo-West presented the Budget vs. Actuals ending July 31, 2019. P. Van Mierlo-West stated adjustments will be made to the Business Awards and Marketing Initiatives lines.

**D. MINUTES OF THE PREVIOUS MEETING**

1. Tourism/Economic Development Committee Meeting Minutes—July 18, 2019

**21-2019** Moved by T. Gaffan, seconded by D. Hunt, to approve the minutes of Tourism/Economic Development Committee Meeting dated July 18, 2019.

**CARRIED**

**F. NEW AND UNFINISHED BUSINESS**

1. BIA Update

C. Bedal provided an update on BIA initiatives, including the Annual Sidewalk Sales, Window Decorating Contest (for Tall Ships Weekend) and water station. She stated the BIA is planning to develop a coupon book to sell along with BIA dollars. She stated that funds raised will be put toward community initiatives. She spoke about the success of the Communities in Bloom Tour.

**G. NEXT MEETING DATE**

1. The next meeting of the Tourism and Economic Development Committee is Thursday, September 12, 2019 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

**H. ADJOURNMENT**

**22-2019**

Moved by B. Durward, seconded by T. Gaffan, to adjourn this Meeting at 6:00p.m.

**CARRIED**

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**CHAIR, Nelson Santos**

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**RECORDING SECRETARY, T. Hewitt**