



## MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE  
THURSDAY, SEPTEMBER 12, 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 *arrived at 5:32pm*  
B. Durward  
D. Hunt  
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:**

M. Somerville

### **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. Report – Project Status September 2019 – N. Cobby**

N. Cobby presented her Project Status Report which included updates on the Kingsville Folk Festival, the Tall Ships Festival and the ERCA Bike Tour. She discussed foot traffic at the Carnegie in August and notified the committee that the Duck Decoy contest, Sarnia Fusion and the London Food and Wine Show are upcoming. Keeping the Carnegie open longer on Friday and Saturday was discussed, as well as capturing data/feedback from event participants as standard procedure to improve the visitor experience. N. Santos will provide a sample of a questionnaire at the next committee meeting.

2. ToK Passport Proof 4— N. Cobby

N. Cobby presented the Town of Kingsville “Taste of Kingsville Passport.” There was discussion about the size of the map and it was decided colour will be used to identify business locations.

**23-2019** Moved by M. Law, seconded by B. Durward, to receive the reports.

**CARRIED**

3. 2019 Business Retention and Expansion RFP Results - P. Van Mierlo-West

P. Van Mierlo-West summarized the 2019 BR&E RFP results. She stated the winning bid was MDB Insight. She stated that a TEDC subcommittee Taskforce will be assembled to conduct interviews, and volunteers would be required.

**24-2019** Moved by T. Gaffan, seconded by M. Law, to receive the report.

**CARRIED**

4. Rural Economic Development Fund Request – P. Van Mierlo-West

P. Van Mierlo-West summarized that another application was submitted for RED funding, this time for a Planning software update.

**25-2019** Moved by B. Durward, seconded by D. Hunt, to receive the report.

**CARRIED**

5. Budget vs. Actuals (ending August 31, 2019) - P. Van Mierlo-West

P. Van Mierlo-West presented the Budget vs. Actuals ending August 31, 2019. P. Van Mierlo-West stated that there will be a draft budget provided at the next meeting.

**D. MINUTES OF THE PREVIOUS MEETING**

1. Tourism/Economic Development Committee Meeting Minutes—August 8, 2019

**26-2019** Moved by D. Hunt, seconded by T. Gaffan, to approve the minutes of Tourism/Economic Development Committee Meeting dated August 8, 2019.

**CARRIED**

**F. NEW AND UNFINISHED BUSINESS**

1. Brainstorming Marketing & Events

It was decided that "Brainstorming Marketing & Events" will be an agenda item for October's meeting.

2. Budget Discussion

D. Hunt recommended holding Bazaar events once or twice a summer. It was requested that we get participant numbers from each of the summer events to get an idea of how many visitors we had.

3. BIA Update

C. Bedal provided a BIA update. She stated that BIA dollars are on sale starting November 7, 2019. She is also working on the 2020 budget, 2020 flower program and the BIA Coupon Book. C. Bedal is going to Blyth for a Business Retention Seminar.

**G. NEXT MEETING DATE**

1. The next meeting of the Tourism and Economic Development Committee is Thursday, October 10, 2019 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

**H. ADJOURNMENT**

**27-2019** Moved by M. Law, seconded by T. Gaffan, to adjourn this Meeting at 6:15 p.m.

**CARRIED**

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**CHAIR, Nelson Santos**

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**RECORDING SECRETARY, T. Hewitt**