



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, OCTOBER 10, 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 5:33 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
BIA Coordinator, C. Bedal

Regrets:

S. Lowrie
M. Law

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 October – N. Cobby

N. Cobby presented her Project Status Report which included an update about the E.R.C.A Bike Tour and Culture Days as well as upcoming projects/events like the Dress a Decoy contest, Sarnia Fusion and London Food and Wine Tour. She also provided a copy of the ToK Passport.

28-2019 Moved by T. Gaffan, seconded by D. Hunt, to receive the reports.

CARRIED

2. Budget vs. Actuals ending September 30, 2019 - P. Van Mierlo-West

P. Van Mierlo-West provided an update on the Budget vs. Actuals. She stated that the first payment for the RED Grant has been received and informed the committee that one of the billboards will be changing art work.

3. 2020 Draft Budget – P. Van Mierlo-West

P Van Mierlo-West presented the Draft 2020 budget and explained key differences from 2019 including the BR+E Grant and software upgrade for planning. She stated that the Kingsville Economic Development Conference is included in the 2020 budget and said EDAC will be included.

There committee identified additional areas of interest for budgeting including potentially hosting “Bazaar Nights” at Mettawas Park and using the Community Events budget line to incorporate funding for the renting of the Grovedale or Sponsorship opportunities. They discussed printing costs, the value of billboards (or potential location change to improve effectiveness) and use of non-tradition media (like paying to have Kingsville highlighted as a destination on GPS). It was stated that Kingsville is hosting the next two Hockey Championships and the promotions line should increase to ensure enough promo material to accommodate this. There was discussion about holding a Harvest Festival Dinner. It was decided to round the budget up to \$85,000.

4. Tourism Action Plan – P. Van Mierlo-West

P. Van Mierlo-West presented the Draft Tourism Action Plan and requested the committee review and provide feedback. The Organizational Review will guide some of the overall strategies. The next draft will be presented in the November meeting.

D. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—September 12, 2019

29-2019 Moved by B. Durward, seconded by T. Gaffan to approve the minutes of the Tourism/Economic Development Committee Meeting dated September 12, 2019.

CARRIED

F. NEW AND UNFINISHED BUSINESS

1. Brainstorming Marketing Opportunities – M. Somerville

M. Somerville presented a sample marketing strategy to help focus marketing and messaging for the Town. T. Hewitt will send out an email with the presentation and the committee will discuss next month.

B, Durward left the meeting at 6:57pm.

2. BIA Update – C. Bedal

C. Bedal provided an update on BIA initiatives. She had the opportunity to welcome tourism students from a Windsor highschool and they were very enthusiastic about Kingsville. She stated the 2020 Flower Program agreement is being finalized. She identified the Holiday Decorating theme colours as red and green. BIA dollars are on sale November 7th and she continues to work on the coupon book. The BIA is doing a shopping spree contest on Facebook.

G. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is Thursday, November 14, 2019 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

H. NON AGENDA ITEMS

P. Van Mierlo-West provided an update on the OMAFRA/Leamington AG/EcDev Conference. T. Hewitt will send the pamphlet to the group. P. Van Mierlo-West stated no volunteers are required.

I. ADJOURNMENT

30-2019 Moved by D. Hunt, seconded by T. Gaffan, to adjourn this Meeting at 7:00 p.m.

CARRIED

CHAIR, Nelson Santos

RECORDING SECRETARY, T. Hewitt