



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, JANUARY 9, 2020 @ 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
D. Hunt
M. Somerville
S. Lowrie
M. Law

Members of Administration:

CAO, P. Van Mierlo-West
Executive Assistant to the Mayor and CAO, T. Hewitt
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. STAFF REPORTS

1. Kingsville Business Recognition Awards – P. Van Mierlo-West

P. Van Mierlo-West presented her report for the 2020 Kingsville Business Awards. She stated the Business Recognition Awards will take place at the Grovedale Arts and Culture Centre. She proposed five new award categories and recommended the committee support the additional categories. She discussed the sponsor package and stated that last year's sponsors will have first right of refusal. There was discussion about have a representative from the sponsoring business/organization involved in the judging of the award. It was recommended that the "Development Excellence" Award be changed to the "Economic Development" Award and "Dining Excellence" Award to "Culinary". D. Hunt

suggested sending a delegate to the BIA AGM on February 25th to present this information. M. Law stated that the Folk Fest has staging that can be rented.

- 01-2020** Moved by B. Durward seconded by T. Gaffan to support the new business award categories.

CARRIED

The committee reviewed the Sponsor Package as is. P. Van Mierlo-West will contact 2019 sponsors for first right of refusal and open up sponsors opportunities to the rest of the committee after those calls are made.

- 02-2020** Moved by B. Durward seconded by T. Gaffan to approve the Sponsor Package.

CARRIED

Nomination forms and changes to the forms were discussed.

2. Budget vs. Actuals ending December 31, 2019 - P. Van Mierlo-West

P. Van Mierlo-West provided an update on the Budget vs. Actuals. She provided an overview of the 2020 budget. She stated clothing and merchandise saw a record year.

3. Draft Tourism Action Plan – P. Van Mierlo-West

P. Van Mierlo-West presented the Draft Tourism Action Plan and requested committee feedback before finalizing. It was decided to set a special meeting to workshop the strategy and determine priority. It was recommended to focus on the opportunities. The first workshop will take place Wednesday, January 22nd at 5:30pm.

- 03-2020** Moved by B. Durward seconded by D. Hunt to meet on January 22, 2020 to determine goals and objectives for the Tourism Action Plan.

CARRIED

D. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—October 10, 2019

- 04-2020** Moved by D. Hunt seconded by M. Law to approve the minutes of the Tourism/Economic Development Committee Meeting dated October 10, 2019.

CARRIED

F. NEW AND UNFINISHED BUSINESS

1. BIA Update – C. Bedal

C. Bedal stated the last of the BIA dollars are coming in and the coupon book is on sale. C. Bedal will bring the Stay & Play packages to Town Hall for the London Food and Wine. S. Lowrie and M. Law will be given Kingsville shirts.

2. Board of Education Properties Vacancy

The committee discussed potential opportunities/plans for the vacant school board properties once the new school is built. N. Santos stated that there has been some discussion about connecting that opportunity to our Affordable Housing Program. Potential focus for those parcels will be added as a static agenda item on upcoming Economic Development meetings.

3. Water Tower – N. Santos stated recoating is budgeted for this year.

G. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is on Thursday, February 13, 2020 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

I. ADJOURNMENT

05-2019 Moved by M. Somerville seconded by M. Law to adjourn this Meeting at 7:15 p.m.

CARRIED

CHAIR, Nelson Santos

RECORDING SECRETARY, T. Hewitt