



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, FEBRUARY 13, 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. Law

Members of Administration:

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

Regrets:

M. Somerville
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. Report – Project Status Update February 2020 – N. Cobby

N. Cobby provided an overview of recent tourism events and initiatives. She summarized the Tourism Website Updates. She stated remaining passports will be distributed at the 3rd annual London I Heart Beer & Taco Festival and the Town is receiving a discount rate of \$250.00.

06-2020 Moved by T. Gaffan seconded by D. Hunt to receive the report.

CARRIED

2. Report – Fold Out Map 2020 – N. Cobby

N. Cobby presented a comparison between the printed map options. She is recommending a more traditional map format which is more affordable than the pocket maps printed previously. She invited comment from the committee regarding content. There was discussion on implementing a Kingsville app. The CAO will bring information about an app back to the next committee meeting.

There was a discussion of the benefits and drawbacks of each map format.

07-2020 Moved by T. Gaffan seconded by B. Durward to approve the larger map option.

CARRIED

3. Report – Carnegie Arts & Visitor Centre - N. Cobby

N. Cobby presented a proposal to offer free month-long exhibitions to surrounding area elementary and secondary students at the Carnegie Arts & Visitor Centre. She intends to begin this in 2021. The potential to extend to the Grovedale was discussed.

08-2020 Moved by D. Hunt seconded by M. Law that the committee consents to N. Cobby sending out a letter to the schoolboard to gather information and gauge interest.

CARRIED

4. Budget vs. Actuals ending January 31, 2020 – P. Van Mierlo-West

P. Van Mierlo-West presented Budget versus Actuals ending January 31, 2020. She provided an update on sponsorship revenue from the 2020 Business Recognition Awards. She informed the committee there will be a subcommittee formed for the Economic Development/Tourism conferences.

D. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—January 9, 2020

09-2020 Moved by M. Law seconded by T. Gaffan to approve the minutes of the Tourism/Economic Development Committee Meeting dated January 9, 2020 with the correction to the time.

CARRIED

E. NEW AND UNFINISHED BUSINESS

1. Go Wild Grow Wild

N. Cobby presented information about Go Wild Grow Wild event which Kingsville will attend alongside Tourism Windsor Essex Pelee Island (TWEPI) on April 18, 2020. She stated we are also attending the Staycation Expo the following week April 24 and 25, 2020.

2. Daytripping Magazine Advertising Opportunity

P. Van Mierlo-West presented the advertising rate card for Daytripper Magazine. She informed the committee the Town did not run ads in Daytripper last year as the focus was on digital advertising. There was consensus to pass on advertising in Daytripper Magazine again this year.

3. BIA Update – C. Bedal

C. Bedal stated that N. Santos will be discussing the Business Recognition Awards at the AGM. It was suggested to add a “People’s Choice” category in 2021. C. Bedal stated she attended the Kingsville-Leamington Collaboration and found it very interesting and productive. She announced that her last day with the BIA is March 20th, 2020 and her replacement (once hired) will be part-time.

4. GECD SB Property – D. Hunt

D. Hunt presented a report he drafted regarding the Surplus School Disposition of Kingsville District Highschool and Kingsville Public School. The committee discussed various possibilities for the two properties and the role of the Town in those developments. N. Santos stated that council adopted the Affordable Housing Strategy which includes acquiring the parcel of land at Migration Hall and discussions/negotiations have been in effect for 6 years. Should the Town be successful in acquiring the full site, we expect a hybrid situation between the Town and a partner (Agencies / Grants / Developers / Federal and provincial programs for housing)

10-2020 Moved by D. Hunt seconded by T. Gaffan that the committee recommends to have both properties for consideration and investigate the cost.

CARRIED

F. TOURISM ACTION PLAN WORK SHOP

The committee reviewed the proposed vision statements and narrowed them down to two options:

Option #1

MyKingsville is a sustainably vibrant and creative destination that provides our visitors welcoming, family friendly, and cultural experiences.

Option #2

Destination Kingsville is a vibrant, sustainable and culturally rich town with a thriving tourism sector that provides our visitors with a welcoming, family friendly experience.

T. Hewitt will send the two vision statement options for the committee members to vote on. T. Hewitt will also resend the proposed Mission Statements to the committee prior to the meeting for additional thinking.

G. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is on Thursday, March 12, 2020 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

H. ADJOURNMENT

11-2020 Moved by B. Durward seconded by D. Hunt to adjourn this Meeting at 7:04p.m.

CARRIED

CHAIR, Nelson Santos

RECORDING SECRETARY, T. Hewitt