



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, MARCH 12, 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 5:35 p.m. with the following persons in attendance:

Members:

B. Durward
M. Somerville
S. Lowrie
T. Gaffan
M. Law
D. Hunt

Members of Administration:

Executive Assistant to the Mayor and CAO, T. Hewitt
BIA Coordinator, C. Bedal
BIA Coordinator, S. Haepling
Tourism Coordinator, N. Cobby

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 March 2020 – N. Cobby

N. Cobby provided an overview of recent tourism initiatives. She stated she is working on a new backdrop and banners. The remaining passports will be handed out at the I heart Beer & Taco Fest on March 21st. Go Wild Grow Wild will take place on the April 18th. The tourism maps are on schedule to be delivered by April 27th. N. Cobby presented a mock-up of the new map. She will change the "Food & Drink" section to "Wineries & Breweries". The category "other" will be changed to "services". The categories will be simplified to "Shop", "Dine", "Discover". The cost of the ad was discussed and it was determined the intent is to break even. The committee viewed potential photographs for the design.

12-2020 Moved by M. Somerville seconded by M. Law to receive the report.

CARRIED

2. Budget vs. Actuals ending February 29, 2020 – N. Santos

N. Santos directed committee's attention to the budget vs. actuals. It was suggested to add a MyKingsville advertisement to the rink at the arena.

D. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—February 13, 2020

13-2020 Moved by B. Durward seconded by D. Hunt to approve the minutes of the Tourism/Economic Development Committee Meeting dated February 13, 2020.

CARRIED

E. NEW AND UNFINISHED BUSINESS

1. Mariposa Folk Festival

T. Hewitt and M. Law will discuss the possibility of the Town sharing booth costs and volunteers with the Kingsville Folk Fest at the Mariposa Folk Festival.

2. BIA Update – C. Bedal

C. Bedal introduced S. Haeffling, the new BIA Coordinator. She provided an update on the AGM last month. She stated her membership will be asked to fill out surveys after events.

3. BR+E Update – N. Santos

N. Santos presented an update on the BR+E study. He stated it must be completed by the end of April. D. Hunt and C. Bedal volunteered assistance.

4. Business Recognition Awards Update

T. Hewitt presented an update on the Business Recognition Awards including sponsors and nominations received. It was decided to scale back the video production from last year and have them completed in-house.

F. TOURISM ACTION PLAN WORK SHOP

The team workshopped and finalized the vision and mission statements for the Tourism Action Plan Workshop. T. Hewitt will circulate the finalized verbiage to the committee.

G. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is on Thursday, April 9, 2020 at COMMITTEE ROOM A, 2021 DIVISION RD N. @ 5:30 p.m.

H. ADJOURNMENT

14-2020 Moved by S. Lowrie seconded by B. Durward to adjourn this Meeting at 7:22 p.m.

CARRIED

CHAIR, Nelson Santos

RECORDING SECRETARY, T. Hewitt