



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, MAY 14, 2020 @ 5:30 P.M.
ZOOM**

A. CALL TO ORDER

Mayor Santos called the Regular Meeting to order at 5:33 p.m. with the following persons in attendance via ZOOM:

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, S. Haeffling

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. Budget vs. Actuals for the period ending March 31, 2020

N. Santos stated that Red Grant funding is pending delivery of the draft Action Plan by MDB Insight.

15-2020 Moved by T. Gaffan seconded by M. Law to receive the report.

CARRIED

D. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—Thursday, March 12, 2020

- 16-2020** Moved by B. Durward, seconded by S. Lowrie to approve the minutes of the Tourism/Economic Development Committee Meeting dated March 12, 2020.

CARRIED

E. NEW AND UNFINISHED BUSINESS

1. Update on the BR+E Online Feedback and Workshop held Tuesday, April 28, 2020 – N. Santos

N. Santos provided an update on the BR+E Online Feedback and Workshop, held on April 28, 2020 as the last phase of the BR+E study. MDB Insight summarized research compiled to date, and is preparing the draft Action Plan for presentation to council. The committee will meet again on May 28, 2020 to review the action plan in advance of council.

2. Business Recognition Awards Update

N. Santos provided an update on the 2020 Business Awards, postponed due to COVID-19 restrictions. There was discussion about creative ways the Town may still be able to acknowledge nominees. T. Hewitt will compile the nomination forms for committee review.

- 17-2020** Moved by T. Gaffan, seconded by S. Lowrie that the Tourism & Economic Development Committee will sponsor the “Retail Excellence” award.

CARRIED

3. Tourist Maps

N. Santos presented the latest tourist map redesign accomplished before progress stalled due to COVID-19 closures. The map remains on hold.

4. BIA Update

S. Haeffling provided a BIA update. She stated the BIA restarted their Facebook page, organized a photo contest, hung new banners, and started developing a program similar to the BIA Dollars Program. There was discussion about the Town participating in their \$100 BIA Dollars a Day contest. S. Haeffling will send written correspondence to request sponsorship.

F. NON AGENDA ITEMS

N. Santos invited the group to register for the Tourism Windsor-Essex Pelee Island (TWEPI) “Respond, Restart, Recover” Webinar on May 21, 2020. The link to the webinar will follow the meeting.

G. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is on Thursday, May 28, 2020 via ZOOM @ 5:30 p.m.

H. ADJOURNMENT

18-2020 Moved by M. Law seconded by M. Somerville to adjourn this Meeting at 5:56 p.m.

CARRIED

CHAIR, Nelson Santos

RECORDING SECRETARY, T. Hewitt