



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, JUNE 11, 2020 @ 5:30 P.M.
ZOOM**

A. CALL TO ORDER

Mayor Santos called the Regular Meeting to order at 5:30 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. Haepling

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 May 31, 2020

N. Santos presented the budget vs. actuals for the period ending May 31, 2020.

22-2020 Moved by D. Hunt, seconded by M. Law to receive the report.

CARRIED

D. MINUTES OF THE PREVIOUS MEETING

1. **Tourism/Economic Development Committee Meeting Minutes—Thursday, May 28, 2020**

- 23-2020** Moved by B. Durward, seconded by S. Lowrie to approve the minutes of the Tourism/Economic Development Committee Meeting dated May 28, 2020.

CARRIED

E. NEW AND UNFINISHED BUSINESS

1. **BIA Update – S. Haefling**

S. Haefling reported that the BIA will be requesting Council approval on a pilot project to close roads on Friday and Saturdays for Open Air Markets once the region moves into Phase 2. She stated the Summer Giveaway contest reached its goal of \$10,000. The committee agreed to reallocate dollars from EDC Promotions to assist with Marketing/promotions that support the Kingsville business community.

- 24-2020** Moved by T. Gaffan, seconded by D. Hunt to earmark \$4000.00 for the advertising/promotion of different events throughout the year.

CARRIED

N. Santos presented a draft design for a unique #kingsvillestrong t-shirt. N. Santos stated that he committed \$1500 from the Mayor's Promotional budget and explained there is an opportunity for the committee to reallocate budget dollars to this initiative as well. There was discussion about the design including dropping the hashtag and printing the design against white shirts. The committee proposed extending the order to include branded ball caps, beer coolies and masks. The Municipality will assist in coordinating suppliers at the BIA's request.

- 25-2020** Moved by M. Somerville, seconded by S. Lowrie to set aside \$2500 to support the order of the promotional merchandise.

CARRIED

There was discussion about setting up the Kingsville booth to sell the merchandise, or providing contactless delivery. T. Hewitt will coordinate with Parks & Rec to determine the portable payment system used during Tall Ships.

N. Santos presented a map of the proposed road closure. M. Law volunteered to look into music. M. Law will reach out to her volunteer database once information is finalized.

2. **Business Recognition Awards Nomination Forms**

T. Hewitt will create a scoring matrix form for ranking. When voting, the committee will consider cross over opportunities for nominees that fit multiple categories.

3. BR+E Final Presentation and Triage Follow-up Plan

N. Santos stated council adopted and endorsed the BR&E Action Plan. The final plan includes the triage work the committee needs to engage in with businesses on the list.

4. Action Plan Draft 3

N. Santos presented the revised Tourism & Economic Development Action Plan, which reflected changes to the vision and mission statements.

26-2020 Moved by D. Hunt, seconded by T. Gaffan to forward the Tourism & Economic Development Action Plan to Council for recommendation.

CARRIED

There was consensus that D. Hunt will present the document at Council.

F. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is on Thursday, July 9, 2020 via ZOOM @ 5:30 p.m.

G. ADJOURNMENT

27-2020 Moved by D. Hunt seconded by M. Law to adjourn this Meeting at 6:38 p.m.

CARRIED

CHAIR, Nelson Santos

RECORDING SECRETARY, T. Hewitt