



# MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE  
THURSDAY, JULY 9, 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. Haefling

## **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 June 30, 2020**

N. Santos presented the budget vs. actuals for the period ending June 30, 2020. There were no questions about the account activity. N. Santos stated that the funds reallocated to Open Streets has not come out of the account yet.

**28-2020** Moved by B. Durward, seconded by M. Law to receive the report.

**CARRIED**

## **D. MINUTES OF THE PREVIOUS MEETING**

1. **Tourism/Economic Development Committee Meeting Minutes—Thursday, June 11, 2020**

**29-2020** Moved by T. Gaffan, seconded by S. Lowrie to adopt the minutes of the Tourism/Economic Development Committee Meeting dated June 11, 2020.

**CARRIED**

M. Law followed up on an action item from the June 11, 2020 meeting, confirming that she had posted a call-out for Open Streets volunteers on the Kingsville Folk Fest page.

**E. NEW AND UNFINISHED BUSINESS**

1. **BIA Update – S. Haefling**

S. Haefling provided an update on the BIA Summer Giveaway, which will begin soon. She stated that her last day with the BIA is next Friday and that this is her last tourism meeting. The committee wished her well.

2. **Open Air Markets**

T. Hewitt presented some merchandise options. It was suggested to give away branded masks.

There was discussion about selling the t-shirts, and it was decided that getting other retailers to sell them on the town's behalf would be difficult.

There was discussion about how proceeds from t-shirt sales will be used.

It was recommended to reach out to T-Shirt Monkey. T. Hewitt will get a cost from T-Shirt Monkey.

**30-2020** Moved by T. Gaffan, seconded by M. Law to give away 100 masks at the next Open Streets.

**CARRIED**

S. Haefling reported that the BIA allocated \$500 for t-shirts. There was discussion about the portable transaction method. The finance department is looking into options. T. Hewitt will send out a schedule for working the Kingsville booth.

There were concerns with only a few businesses participating. It was decided the shifts will be the first two hours to start. Potential locations for set-up were discussed.

There is currently no specific end date for Open Streets. N. Santos stated the plan is to evaluate.

**3. Support Staff Partnership with TWEPI – N. Santos**

Nelson stated that TWEPI volunteered to provide \$3000 funding for a point person for Open Streets. He said that the Town and BIA were being asked to match the other \$3000 – (\$1500 each). A potential connection with SWOTC was discussed.

**31-2020** Moved by D. Hunt, seconded by B. Durward to support allocating \$1500 to this.

**CARRIED**

**4. Business Recognition Scoring Matrix**

The Scoring Matrix for the Business Recognition Awards was discussed. T. Hewitt will resend the matrix and nominees to the committee for judging. There was discussion about the optics of someone within the committee winning a Business Award. It was decided everyone will move forward with the matrix as is, and excuse themselves when in conflict.

**5. Planning Report: Bed and Breakfast or AirBnB Regulations**

The committee discussed the report for B&B or AirBNB Regulations, as requested by R. Brown, Planning Manager. B. Durward suggested a commercial property tax on AirBNBs instead of a fee. The committee suggested adding a reference to tax classification in the recommendation would be of value. T. Hewitt will pass the committees comments along to R. Brown.

M. Somerville left the meeting at 6:46pm.

There was discussion regarding whether a commercial tax would deter people from opening AirBNBs when Kingsville could benefit from having more overnight accommodations. N. Santos clarified that MPAC does tax assessments based on the use of the property.

There was a question about whether Kingsville will be getting any support from the \$200,000 earmarked by the Minister of Tourism, Culture and Sport for events. N. Santos stated he will look into this.

**F. NEXT MEETING DATE**

1. The next meeting of the Tourism and Economic Development Committee is on Thursday, August 13, 2020 via ZOOM @ 5:30 p.m. The committee will have all their scores back for the Business Recognition Awards in advance of this meeting.

**G. ADJOURNMENT**

**32-2020** Moved by B. Durward seconded by T. Gaffan to adjourn this Meeting at 6:51 p.m.

**CARRIED**

---

**CHAIR, Nelson Santos**

---

**RECORDING SECRETARY, T. Hewitt**