



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, SEPTEMBER 10, 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:
M. Somerville
T. Gaffan
D. Hunt
S. Lowrie
M. Law

Members of Administration:
CAO, John Norton
Executive Assistant to the Mayor and CAO, T. Hewitt

Regrets:
B. Durward

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 August 31, 2020

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

36-2020 Moved by M. Law, seconded by D. Hunt to receive the report.

CARRIED

D. MINUTES OF THE PREVIOUS MEETING

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

37-2020 Moved by D. Hunt, seconded by T. Gaffan to adopt the minutes of the Tourism/Economic Development Committee Meeting dated August 13, 2020.

CARRIED

E. NEW AND UNFINISHED BUSINESS

1. BIA Update – T. Gaffan

T. Gaffan reported that the BIA discussed the Open Streets event. There was discussion on Open Streets and adopting it for the last weekend of every month next year. He stated that the BIA is working on their flower program for summer and fall. The self hanging baskets being considered will not need to be watered as frequently. C. Bedal has been brought back to assist the BIA in the interim while they search for a new coordinator. T. Gaffan will bring back a proposal regarding Holiday promotions. D. Hunt would like to see future plans for Open Streets to be more inclusive of all Kingsville businesses.

2. Business Awards

a) Awards Quote

b) Proposed Date for Presentations: Thursday, October 1, 2020

(i) alert sponsors

(ii) FB Live & Video of Presentations

T. Hewitt advised the committee of the Business Innovation winner. The list of Award winners was presented to the committee. T. Hewitt presented a quote for the awards.

38-2020 Moved by T. Gaffam, seconded by M. Somerville to order the awards from RKM Promotional.

CARRIED

N. Santos stated the proposed date for the awards presentation is Thursday, October 1, 2020 and that sponsors will be invited to participate in the presentations. T. Hewitt will connect with the sponsors and winners to coordinate times.

A video of all the presentations will be created and it will mention nominees as well as winners.

3. Video to help launch our strategy for specific targeted promotions

N. Santos advised the committee that the Town has been working in conjunction with Leamington and Kingsville BIA to create a grassroots “Southshore Strong” video campaign to highlight Kingsville businesses in shaking off the stigma of being held back in Stage 1 and 2. The video was presented to the Minister of Labour and part two will expand to include an intro, extro from the Mayors, and additional businesses. This campaign will continue to evolve and Phase 2 is on the way.

4. Ontario SW grants for business (up to \$1000)

N. Santos presented information about Ontario’s Southwest Safe Opening Program that gives eligible tourism-related businesses up to \$1000 in grant dollars. He stated that TWEPI had shared this information with their distribution list, but invited the committee to pass it along to any other businesses that may qualify. There was discussion about the limited eligibility. Potential businesses that may qualify include hotels, theatres, arts, etc. The committee will pass this information along to their contact.

N. Santos introduced Kingsville’s new CAO, John Norton to the committee. J. Norton stated he is looking forward to working with the committee as he has a background in Economic Development.

F. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is on Thursday, October 8, 2020 via ZOOM @ 5:30 p.m.

G. ADJOURNMENT

39-2020 Moved by T. Gaffan seconded by D. Hunt to adjourn this Meeting at 6:05pm.

CARRIED

CHAIR, Nelson Santos

RECORDING SECRETARY, T. Hewitt