



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, AUGUST 13, 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
T. Gaffan
D. Hunt

Members of Administration:

Executive Assistant to the Mayor and CAO, T. Hewitt

Regrets:

S. Lowrie
M. Law

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 July 31, 2020

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

33-2020 Moved by B. Durward, seconded by D. Hunt to receive the report.

CARRIED

D. MINUTES OF THE PREVIOUS MEETING

1. **Tourism/Economic Development Committee Meeting Minutes—Thursday, July 9, 2020**

34-2020 Moved by D. Hunt, seconded by T. Gaffan to adopt the minutes of the Tourism/Economic Development Committee Meeting dated July 9, 2020.

CARRIED

E. NEW AND UNFINISHED BUSINESS

1. **BIA Update – T. Gaffan**

T. Gaffan provided an update on the BIA, including the plan to move toward a part-time coordinator with a seasonal assistant. There is a hiring committee set up.

He reported that the \$10,000 Summer Giveaway has been very successful.

He stated the BIA is doing a BINGO contest with businesses and showcasing individual business videos on social media.

There was discussion about Open Streets. It was confirmed that volunteers are in place to take care of the next four weeks.

2. **Business Awards**

a) Scoring

b) Presentation Plan

T. Hewitt presented the numbers for the businesses. The winners were selected by blowing out the top and bottom scores for an average. T. Hewitt will recirculate the Business Innovation category. T. Hewitt will order the awards. The presentations will take place via pop in presentations and T. Hewitt will put together a video presentation following the presentations, which will take place via facebook live.

3. **T-Shirt Monkey Proposal**

N. Santos provided some background on the “Kingsville Strong” merchandise booth. It was recommended to move the merchandise online. N. Santos stated that T-Shirt Monkey was not interested in quoting for the second round of t-shirts if they were planning to use them at the Open Streets booth. Opportunity to sell at the arena. Tara will put it on merch page, promote on social media, get some at the front of town hall and to the arena. It was suggested to give masks to businesses to give away.

4. **Advertising Partnership Opportunities**

Information about potential advertising partnership with TWEPI to destigmatize Kingsville for being the last in Stage 3. T. Hewitt will reach out to make our dollars go further.

There was a discussion on social media policies and responses.

T. Gaffan asked if there were any grants coming down the line that the BIA could apply for. N. Santos stated that there is nothing specific but that TWEPI and SWOTC are working on a few campaigns that should be revealed while in Stage 3.

F. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is on Thursday, September 10, 2020 via ZOOM @ 5:30 p.m.

G. ADJOURNMENT

35-2020 Moved by B. Durward seconded by M. Somerville to adjourn this Meeting at 6:56pm.

CARRIED

CHAIR, Nelson Santos

RECORDING SECRETARY, T. Hewitt