



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, OCTOBER 8, 2020 @ 5:30 P.M.
ZOOM**

A. CALL TO ORDER

Mayor Santos called the Regular Meeting to order at 5:34 p.m. with the following persons in attendance via ZOOM:

Members:

M. Somerville
T. Gaffan
D. Hunt
S. Lowrie
M. Law
B. Durward

Members of Administration:

CAO, John Norton
Executive Assistant to the Mayor and CAO, T. Hewitt
Tourism Coordinator, N. Cobby
Town Planner, Kristina Brcic

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. DELEGATIONS/PRESENTATIONS

1. Isabelle Stein (Cooperation Council of Ontario, Economic Development Division) and Patrick Brunet (Allea Marketing) – Presentation Regarding a Marketplace Project for Kingsville

N. Santos introduced I. Stein and P. Brunet. I. Stein and P. Brunet provided some background on their one stop bi-lingual local ecommerce marketplace for Kingsville called Shop Chez Nous. This would allow businesses to register for accounts, put their products and services on the site, highlight their promotions, and showcase their business. Four different price packages are available. I. Stein stated that they are hoping to help businesses through the Digital Transformation Grant Program.

T. Gaffan requested a list of other municipalities that have partnered in this initiative so the committee could reach out for testimonials; I. Stein stated that those questions could be better answered by Small Business Centres.

B. Durward requested a copy of the presentation.

There was clarification on the 9% commission fee.

40-2020 Moved by M. Law, seconded by S. Lowrie, to receive the presentation and pursue additional information and details before the next meeting.

CARRIED

D. STAFF REPORTS

2. Budget vs. Actuals for the period ending September 30, 2020

The Budget vs. Actuals were missing for the period ending September 30, 2020. This will be deferred to next meeting.

E. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—Thursday, September 10, 2020

41-2020 Moved by T. Gaffan, seconded by S. Lowrie to adopt the minutes of the Tourism/Economic Development Committee Meeting dated September 10, 2020.

CARRIED

F. NEW AND UNFINISHED BUSINESS

1. Tourism Activities Resume

N. Santos welcomed N. Cobby back to work. N. Cobby provided comment on the Shop Chez Nous and believes we should survey the businesses to see if there is need. She stated she would like to start updating mykingsville.ca. Once the business information is updated, she will work with businesses to provide a marketing strategy. T. Hewitt will investigate ecommerce opportunities through the esolutions website.

2. Billboard Redesign (MyKingsville Logo)

There was discussion about having a redesign on the billboards. N. Cobby will bring the redesign forward for the next meeting.

3. Business Awards

T. Hewitt stated the awards have been delivered. The new proposed presentation date is Thursday, October 22, 2020. T. Hewitt will reach out to participants and sponsors. M. Somerville and D. Hunt volunteered to assist with filming.

4. Safe Travels Stamp Application – Administered by the Tourism Industry Association of Ontario (TIAO)

N. Santos presented information about the Safe Travels Stamp Application. This was presented for information, and the committee was encouraged to send the details out to any businesses that would apply.

5. Welcome Back C. Bedal and BIA Update

T. Gaffan stated that C. Bedal is back, but not attending TEDC meetings. The BIA has a meeting scheduled regarding hanging baskets.

G. NEW AGENDA ITEMS

T. Gaffan requested the committee put more emphasis on economic development over tourism. M. Law suggested asking an Economic Development Officer from another community to attend the meetings and provide input.

J. Norton stated that one strategy is to have K. Brcic attend the Tourism & Economic Development committee on a regular basis to connect Planning applications. He envisions all the communities in Chatham Kent and Essex County working together more.

K. Brcic asked if there was any contact with the Windsor Essex Economic Development Corporation and the Small Business Centre. N. Santos stated that the channels of communication are open, but representatives do not attend the TEDC meetings.

D. Hunt stated that Kingsville is the only municipality in the area that does not have a dedicated Economic Development Officer. He believes the Town should actively pursue assets and business that fit Kingsville's desired plan.

H. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee is on Thursday, November 12, 2020 via ZOOM @ 5:30 p.m.

I. ADJOURNMENT

42-2020

Moved by T. Gaffan seconded by B. Durward to adjourn this Meeting at 6:37 pm.

CARRIED

CHAIR, Nelson Santos

RECORDING SECRETARY, T. Hewitt