



COMMITTEE MINUTES

TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE DECEMBER 10, 2020 @ 5:30 P.M. VIA ZOOM

A. CALL TO ORDER

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

MEMBERS OF TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE

Mayor N. Santos
Councillor T. Gaffan
B. Durward
D. Hunt
M. Somerville
S. Lowrie

Absent:
M. Law

MEMBERS OF ADMINISTRATION:

John Norton, Chief Administrative Officer
Ryan McLeod, Director of Financial Services
Natalie Cobby, Tourism Coordinator
Kristina Brcic, Town Planner

B. DISCLOSURE OF PECUNIARY INTEREST

Mayor N. Santos reminded the Committee that any declaration is to be made prior to each items being discussed and to identify the nature of the conflict, if any, as the agenda items come forward.

C. PRESENTATIONS/DELEGATIONS

D. STAFF REPORTS

1. BUDGET VS. ACTUALS FOR THE PERIOD ENDING OCTOBER 31, 2020

53-2020 Moved by B. Durward, seconded by T. Gaffan to receive the report as presented.

CARRIED

2. TOURISM AND ECONOMIC DEVELOPMENT BUDGET 2021



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Line items Provincial Grants (COVID) and EDC Promotions to be allocated for Open Streets 2021.

- 54-2020** Moved by D. Hunt, seconded by S. Lowrie to receive the report as presented

CARRIED

3. N. COBBY, TOURISM COODINATOR

Discussed marketing and promotion efforts and future opportunities.

- 55-2020** Moved by T. Gaffan, seconded by S. Lowrie to receive the report as presented

CARRIED

E. BUSINESS CORRESPONDENCE – ACTION REQUIRED

F. MINUTES OF THE PREVIOUS MEETING

1. Tourism and Economic Development Committee Meeting Minutes — Thursday, November 12, 2020.

- 56-2020** Moved by T. Gaffan, seconded by D. Hunt to receive the minutes of the Tourism and Economic Development Committee Meeting dated November 12, 2020.

CARRIED

G. NEW AND UNFINISHED BUSINESS

1. **Billboard Re-Design Options**—N. Cobby, Tourism Coordinator
Presented HWY #3 billboard designs. Option #3 was preferred by majority.



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2. **Economic Development Officer and Tourism and Small Business Coordinator Discussion**—J. Norton, Chief Administrative Officer and R. McLeod, Director of Financial Services
Economic Development Officer to focus on business retention, attraction, and expansion of commercial and industrial business. Tourism and Small Business Coordinator to focus on small business and tourism.
3. **Kingsville Business Improvement Area Update**—Councillor T. Gaffan
Provided update on current programs.
4. **Covid-19 Response Discussion**—J. Norton, Chief Administrative Officer and Mayor N. Santos
Discussed how moving into Grey “Lockdown” level would impact small business.
5. **Planning Services Department Update**—K. Brcic, Town Planner
Provided map of vacant stores and vacant and underutilized properties. Discussed planning policies and tools.

H. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee shall take place on Thursday, January 14, 2020 via Zoom @ 5:30 p.m.

I. ADJOURNMENT

57-2020 Moved by D. Hunt, seconded by B. Durward to adjourn this Meeting at 7:10 p.m.

CARRIED

CHAIR, Mayor Nelson Santos

**RECORDING SECRETARY,
N. Cobby**