



## COMMITTEE MINUTES

### TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE

FEBRUARY 11, 2021 @ 5:30 P.M.

Zoom

#### A. CALL TO ORDER

Mayor N. Santos called the Meeting to order at 5:36 p.m. with the following persons in attendance:

##### MEMBERS OF COMMITTEE:

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

##### MEMBERS OF ADMINISTRATION:

John Norton, Chief Administrative Officer  
Ryan McLeod, Director of Financial Services  
Natalie Cobby, Tourism Coordinator  
Christina Bedal, BIA Coordinator  
Karen Loney, Manager of Recreation  
Programs and Special Events

#### 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. N. COBBY, TOURISM COORDINATOR  
N. Cobby discussed new website resources and updates. Committee discussed traffic to website.
2. K. LONEY, MANAGER OF RECREATION PROGRAMS AND SPECIAL EVENTS  
K. Loney discussed her role and Tourism.
3. C. BEDAL, BIA COORDINATOR  
C. Bedal discussed business community, social media, and website updates.

#### E. BUSINESS CORRESPONDENCE – ACTION REQUIRED



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### F. MINUTES OF THE PREVIOUS MEETING

1. Tourism and Economic Development Committee Meeting Minutes —December 10, 2020

**58-2021** Moved by S. Lowrie, seconded by M. Law to receive the minutes of the Tourism and Economic Development Committee Meeting dated December 10, 2020.

**CARRIED**

### G. NEW AND UNFINISHED BUSINESS

1. **Open Streets Update**

J. Norton discussed Open Streets 2021. Committee discussed participation in event. A report to establish roles and responsibilities of committee and administration will go to Council on February 24, 2021.

2. **Council Midterm Review**

J. Norton discussed strategic midterm planning. A live, interactive public input session was held on February 10, 2021. Participants indicated strengths, weaknesses, and top priorities. Committee discussed participation in event. A report to present findings will go to Council on February 24, 2021.

3. **Economic Development Strategic Plan Review**

Committee discussed economic development initiatives. Committee discussed Kingsville Economic Development Conference, new kindergarten to grade 12 school, and future land use of Kingsville District High School.

4. **Tourism Strategic Plan Review**

N. Santos indicated document pre-dated Covid-19 pandemic. Business Retention and Expansion report dated June 8, 2020 also states tourism objectives.

### H. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee shall take place on March 11, 2021 via Zoom @ 5:30 p.m.

### I. ADJOURNMENT

**59-2021** Moved by B. Durward, seconded by M. Somerville to adjourn this Meeting at 7:11 p.m.



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**CARRIED**

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**CHAIR, Mayor Nelson Santos**

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**RECORDING SECRETARY,  
N. Cobby**