



## COMMITTEE MINUTES

### TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE

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

Zoom

#### A. CALL TO ORDER

Mayor N. Santos called the Meeting to order at 5:43 p.m. with the following persons in attendance:

##### MEMBERS OF COMMITTEE:

Mayor N. Santos  
Councillor T. Gaffan  
C. Bedal  
D. Hunt  
M. Law  
M. Somerville  
S. Lowrie

##### MEMBERS OF ADMINISTRATION:

John Norton, Chief Administrative Officer  
Natalie Cobby, Tourism Coordinator

#### B. DISCLOSURE OF PECUNIARY INTEREST

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

#### C. PRESENTATIONS/DELEGATIONS

1. Dennis Rogers (Green Heart Lunch Club), Heather Brown (The Main Grill and Ale House), and Troy Loop (Jacks Groups) Discussed need for Tourism position and opportunities to better promote Town of Kingsville as tourist destination.

D. Rogers, H. Brown, and T. Loop urged committee to work and collaborate with business community. Requested detailed plan to help business community recover from COVID-19. J. Norton indicated he acts as Economic Development Officer for Town. Council completed a mid-term planning review and identified 2021/2022 Council priorities. Within the top fifteen items are economic development to strengthen tourism/hospitality and COVID-19 economic recovery.

#### D. STAFF REPORTS

1. Natalie Cobby, Tourism Coordinator



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N. Cobby indicated she is working on marketing campaign featuring five sector groups. Tourism has applied to receive a Community Improvement Research Project on March 1, 2021. Continues to allot 10 hours per week to call Kingsville small and medium businesses to inquire how their business is doing during the pandemic and communicate Ontario Small Business Supports and Grant.

**60-2021** Moved by D. Hunt, seconded by S. Lowrie to receive the report.

**CARRIED**

### **E. BUSINESS CORRESPONDENCE – ACTION REQUIRED**

### **F. MINUTES OF THE PREVIOUS MEETING**

1. Tourism/Economic Development Committee Meeting Minutes —February 11, 2020

**61-2021** Moved by T. Gaffan, seconded by D. Hunt to receive the minutes of the Tourism and Economic Development Committee Meeting dated February 11, 2020.

**CARRIED**

### **G. NEW AND UNFINISHED BUSINESS**

1. Open Streets Update.

J. Norton indicated that Open Streets 2021 has taken a positive move forward. Event is now adopted as a Town-led event. Discussed the next steps.

2. Business Recognition Awards Discussion

Committee discussed the impact of COVID-19 on business community and decided to postpone Business Recognition Awards until post-pandemic.

**62-2021** Moved by T. Gaffan, seconded by S. Lowrie to cancel Business Recognition Awards until 2022.

**CARRIED**



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3. BIA Tourism Ideas Discussion – C. Bedal, BIA Coordinator  
C. Bedal and committee discussed potential projects for tourism.

4. Review of Deputation  
The committee reviewed how to support business.

- 63-2021** Moved by T. Gaffan, seconded by D. Hunt that the committee hire a coordinator to support the development and implementation of a short term tourism marketing plan to support the municipality with funding from the marketing initiatives budget line up to \$10,000.

**CARRIED**

### **H. NEXT MEETING DATE**

1. The next meeting of the Tourism and Economic Development Committee shall take place on April 8, 2021 via Zoom @ 5:30 p.m.

### **I. ADJOURNMENT**

- 64-2021** Moved by D. Hunt, seconded by M. Law to adjourn this Meeting at 8:08 p.m.

**CARRIED**

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**CHAIR, Mayor Nelson Santos**

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**RECORDING SECRETARY,  
N. Cobby**