



COMMITTEE MINUTES

TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE

APRIL 8, 2021 @ 5:30 P.M.

Zoom

A. CALL TO ORDER

Mayor N. Santos called the Meeting to order at 5:35 p.m. with the following persons in attendance:

MEMBERS OF COMMITTEE:

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

MEMBERS OF ADMINISTRATION:

John Norton, Chief Administrative Officer
Natalie Cobby, Tourism Coordinator
Ryan McLeod, Director of Financial & IT Services
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 item being discussed and to identify the nature of the conflict, if any, as the agenda items come forward.

C. MINUTES OF THE PREVIOUS MEETING

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

65-2021 Moved by M. Law, seconded by B. Durward to receive the minutes of the Tourism and Economic Development Committee Meeting dated March 11, 2020.

CARRIED

D. NEW AND UNFINISHED BUSINESS

1. Spring Campaign Review, N. Cobby
N. Cobby and K. Loney gave update on Tourism activities, including ongoing business support, staycation campaign, and picnic-in-the-park initiative. N. Santos indicated Tourism will maintain course with staycation campaign but will extend message to broader catchment area when it is safe to do so.



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66-2021 Moved by M. Law, seconded by B. Durward to receive the report.

CARRIED

2. Business Coffee Hour Update, J. Norton

J. Norton spoke about efforts to engage and support local businesses. Indicated importance of connecting businesses with the WindsorEssex Economic Development Corporation which offers seminars, training, and grants. Discussed efforts to align with Council priorities.

3. Marketing Work Group Update, Mayor N. Santos

N. Santos indicated that a request for proposal (RFP) is being done for a Marketing and Destination Development position as per committee's recommendation. S. Lowrie inquired if administration can go to Council to request a contract position for an Economic Development Officer as an alternative.

67-2021 Moved by S. Lowrie, seconded by M. Law to approach Council to consider a non-permanent, full-time contract position for the purpose of tourism destination and development of the Town of Kingsville for the next 2 years from COVID-19 funding.

CARRIED

4. Request from Kingsville BIA (Letter Seeking Promotion Support), Mayor N. Santos
N. Santos indicated that Kingsville BIA is requesting funds to purchase contents of staycation package and to support BIA dollar giveaway.

68-2021 Moved by T. Gaffan, seconded by D. Hunt to support \$1,500 to support the staycation package and BIA dollar giveaway promotion.

CARRIED

E. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee shall take place on May 13, 2021 via Zoom @ 5:30 p.m.

F. ADJOURNMENT



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69-2021 Moved by B. Durward, seconded by D. Hunt to adjourn this Meeting at 7:44 p.m.

CARRIED

CHAIR, Mayor Nelson Santos

**RECORDING SECRETARY,
N. Cobby**