



COMMITTEE MINUTES

TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE

JULY 8, 2021 @ 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 COMMITTEE:

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

MEMBERS OF ADMINISTRATION:

John Norton, Chief Administrative Officer
Karen Loney, Manager of Recreation
Programs, Special Events, Tourism

Absent: C. Bedal, M. Law, S. Lowrie

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. STAFF REPORTS

1. Natalie continues to meet with businesses to learn their needs. Primary concern is not having qualified staff. Sharing government grants and programs with businesses.

73-2021 Moved by D. Hunt, seconded by B. Durward to receive the report as presented

CARRIED

D. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—May 13, 2021



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74-2021 Moved by D. Hunt, seconded by B. Durward to receive the minutes of the Tourism and Economic Development Committee Meeting dated May 13, 2021

CARRIED

E. NEW AND UNFINISHED BUSINESS

1. Tourism Recovery Response

Decision by Council was not to re-consider the motion to look at hiring a COVID-19 Economic Recovery Officer. J. Norton will continue the work of Tourism and Economic Development with support from the Mayor and staff. J. Norton is continuing to meet with business owners. He indicated that residential, commercial and industrial development continues to occur. Several groups are looking at expansion. Most of the work is focused on COVID-19 recovery. Labour shortage is an increasing challenge. Indicated he is connecting businesses to Workforce Windsor Essex, St. Clair College Career Services, and Goodwill Futures. Housing is a challenge to attract talent due to the housing prices and stock.

Town will provide resources to support complete Tourism and Economic Development. A report is going to Council on Monday regarding Committee of Council review. It is recommended that TEDC functions will be completed by a committee of the whole.

Open Streets is continuing to bring people to Kingsville and is welcomed by the business.

The Arts Society of Kingsville will be using the Carnegie Arts & Visitor Centre as a place to showcase art and be a tourism driver for Kingsville.

Bike Kingsville is a cycle tourism initiative for the Town. The first annual Bike Kingsville Day is on Saturday, July 10, 2021 at 9:00 am with special guest speakers and a community ride. Explore Your County Community Rides are taking place August 14, September 11, and October 9, 2021 from 10:00 am – 12:00 pm. Kingsville launched an Interactive Cycling Map at www.mykingsville.ca/cycling.

TWEPI is rolling out the Staycation campaign and will be focused on Kingsville content in the coming month.

We are currently researching weekend packages including Girlfriends weekend and Holiday Christmas Stroll.

We are offering a ribbon cutting ceremony when a new business opens in the Town.

A question was raised on the school plans and if the size of the building will be large enough to accommodate the growing population in Kingsville. Since this is outside of the Town's authority it was suggested that the question, or a deputation be done, by the committee, to the school board.

F. NEXT MEETING DATE



COMMITTEE MINUTES

1. To be determined based on the outcome of the Council's decision.

G. ADJOURNMENT

75-2021 Moved by B. Durward, seconded by D. Hunt to adjourn this Meeting at 6:38 P.M.

CARRIED

CHAIR, Mayor Nelson Santos

**RECORDING SECRETARY,
K. Loney**