



**Date:** April 28, 2025  
**To:** Mayor and Council  
**Author:** Angela Toole, Acting Manager of Municipal Governance and Clerk  
**RE:** Committee Update – Migration Festival Committee

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## INFORMATION REPORT

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### BACKGROUND

The Migration Festival Committee (the “Committee”) is responsible for planning and organizing the Town’s annual “Migration Festival” which celebrates the Town’s geographical location as a path for migratory birds, the Town’s heritage, nature conservation and the legacy of Jack Miner. The Committee is also responsible for developing new ideas to maintain the sustainability of the event and build upon its past success.

### DISCUSSION

For 56 years, Kingsville has welcomed the community and visitors to celebrate its annual Migration Festival. This Migration Festival showcases some of the most important aspects of Kingsville’s heritage in its many family-friendly events and activities (example: Great Migration Paint Out) and Parade that takes place over the course of the third weekend in October.

In addition to the events organized and run by the Town, Jack Miner Migratory Bird Sanctuary also organizes and runs many events for this festival. It is important to note that while the activities and events of the Town and Jack Miner Migratory Bird Sanctuary are complementary, they remain separate.

At its March 25th, 2025 meeting, the Committee discussed joint promotion and marketing of the Migration Festival and Jack Miner Migratory Bird Sanctuary. The Committee discussed the results of the 2024 Have Your Say Migration Festival Survey,

wherein many respondents expressed confusion about whether the Town or Jack Miner Migratory Bird Sanctuary are responsible for the events and programs of the weekend.

As a result of the discussion, the following motion was made and carried:

*Moved By: Glenda Willemsma*

*Seconded By: Layne van Loo*

*That the Committee recommends that the Migration Festival events of the Migration Festival Committee and Jack Miner Migratory Bird Sanctuary be jointly promoted.*

**Carried**

Administration is providing this update to Council for information.

**FINANCIAL CONSIDERATIONS**

There are no financial implications of this committee decision. The committee intends to operate within its approved 2025 Budget.

**ENVIRONMENTAL CONSIDERATIONS**

The Migration Festival is a celebration of migratory birds and nature conservation.

**CONSULTATIONS**

Karen Loney, Manager of Recreation Programs and Special Events

PREPARED BY:



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Angela Toole  
Acting Manager of Municipal Governance/Clerk

REVIEWED BY:



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Ryan McLeod, CPA, CA  
Director of Finance and Corporate Services

REVIEWED BY:

A handwritten signature in black ink, appearing to read 'John Norton', written in a cursive style.

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John Norton  
CAO