



## MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE MINUTES  
THURSDAY, DECEMBER 8, 2016 @ 6:30 P.M.  
COMMITTEE ROOM A, MUNICIPAL OFFICES  
2021 DIVISION ROAD N., KINGSVILLE, ON N9Y 2Y9**

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### **A. CALL TO ORDER**

With Chairperson, Nelson Santos running late, T. Gaffan assumed the chair and called the Meeting to order at 6:35pm with the following persons in attendance.

**Members:**

Nelson Santos- *arrived at 6:50pm*  
Jim Gaffan  
Tony Gaffan  
Dave Hunt  
Michael Lauzon  
Doug Quick  
Marian Stanak

**Members of Administration:**

CAO, P. Van Mierlo-West  
Recording Secretary, T. Hewitt  
Tourism Coordinator, N Cobby  
BIA Coordinator, S. Holland  
BIA Coordinator, K. Wettlaufer

Also Present: Ashley Ann Mentley and Ryan Brough:  
St. Clair College graduates/Zeebrah Media – *arrived at 6:45pm*

### **B. DISCLOSURE OF PECUNIARY INTEREST**

T. Gaffan reminded members that any declaration and its general nature are to be made prior to each item being discussed. None were disclosed.

### **C. PRESENTATIONS/DELEGATIONS**

#### **C. 1. Ashley Ann Mentley and Ryan Brough – St. Clair College graduates/Zeebrah Media**

T. Gaffan notified the committee that the delegations and N. Santos would be late, and it was decided that the committee would wait for N. Santos to arrive before the presentation occurred. In the interim, T. Gaffan called the committee's attention to Section E: Staff Reports.

At 6:50 p.m. N. Santos reassumed the Chair and introduced A. Mentley and R. Brough to the committee. He explained the reason for the presentation; to gain a better understanding of the video project the committee is looking to commission. A. Mentley and R. Brough identified previous work they had done and ideas they had for videography locations for the MyKingsville video project. They outlined the types of footage they would acquire. They indicated a desire to shoot each season. They proposed a video length of 1:30-2 minutes, and provided two budget estimates ranging from \$2500-\$4000. They acknowledged the agreement could include the Town purchasing all available footage at an additional cost.

## **D. ACCOUNTS**

### **D.1. Financial Report – Committee Budget vs. Actuals period ending October 31, 2016**

The committee discussed the financial activity and transactions over the past month. N. Cobby indicated there would be additional charges coming before the end of the year. A social media push to sell the jackets was recommended.

**38-2016** Moved by T. Gaffan seconded by D. Hunt to approve the financial report for the period ending November 30, 2016 as presented to the Committee.

**CARRIED**

## **E. STAFF REPORTS**

### **E.1. MyKingsville.ca Events Guide – Natalie Cobby**

N. Cobby summarized her procedure of updating the MyKingsville social media accounts and explained her practice of scheduling posts. She directed the committee's attention to the MyKingsville events guide. There was consensus that the level of detail is already ideal and discussion on whether to file by date or category. It was recommended that the event guide be presented in a calendar style.

**36-2016** Moved by J. Gaffan seconded by D Quick that the committee receive N. Cobby's report.

**CARRIED**

## **F. BUSINESS/CORRESPONDENCE**

## **G. MINUTES OF PREVIOUS MEETING**

**G.1. Tourism/ Economic Development committee meeting minutes dated Thursday, November 10, 2016 as presented for adoption.**

**37-2016** Moved by M. Stanak seconded by D. Hunt, that the Committee's Thursday November 10, 2016 minutes are received.

**CARRIED**

## **H. NEW AND UNFINISHED BUSINESS**

### **H1. Recommended Trade Show involvement for 2017 Budget Consideration**

D. Hunt presented his recommendations for future trade shows and explained his reasoning behind each recommendation. He narrowed his endorsement down further to the Zoomers Show and the Gourmet Food & Wine Expo. Tradeshow costs for both Zoomers and GF&WE were discussed. It was recommended that local wineries and restaurants also attend to ensure maximum impact.

### **H2. Proposed 2017 budget with recommended updates**

P. Van Mierlo-West presented a hand out of the proposed 2017 budget with the recommended updates from the last EDT committee. There was discussion about electronic signs (billboards). It was requested that an example of the InspireHUB app be included in the budget presentation to Council. There was discussion about refreshing the signs at the borders to simplify the copy.

**39-2016** Moved by J. Gaffan seconded by D. Quick, the Committee approves the budget with the requested adjustments.

**CARRIED**

### **H3. Updating costs of video/commercial**

T. Hewitt provided a summary of additional production houses contacted for the MyKingsville video project, including Suede Productions, Media Street Productions, and CGI Communications. The committee weighed the advantages and disadvantages of each and compared the costs against Zeebrah Media.

## **I. OTHER BUSINESS**

**No other business.**

## **J. ADJOURNMENT**

**40-2016** Moved by M. Lauzon seconded by D. Quick, the Committee adjourn the meeting at 7:45pm.

**CARRIED**

The Committee will meet again Thursday, February 9, 2017 at 6:30 p.m.



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**CHAIRMAN, Nelson Santos**



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**Recording Secretary – Tara Hewitt**