



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, APRIL 13, 2017 @ 6:30 P.M.
Committee Room 'A', 2021 Division Rd N, Kingsville**

A. CALL TO ORDER

Mayor Santos called the Regular Meeting to order at 6:30 p.m. with the following persons in attendance:

Members:

Mayor N. Santos
J. Gaffan
T. Gaffan
D. Hunt
D. Quick
M. Stranak
M. Lauzon
D. Quick

Members of Administration:

CAO P. Van Mierlo-West
Executive Assistant to the Mayor and CAO, T. Hewitt
Tourism Coordinator, N. Cobby
BIA Coordinator, K. Wettlaufer

B. DISCLOSURE OF PECUNIARY INTEREST

When a member of the Committee has any pecuniary interest, direct or indirect, in any matter which is the subject of consideration at this Meeting of the Committee (or that was the subject of consideration at the previous Meeting of the Committee at which the member was not in attendance), the member shall disclose the pecuniary interest and its general nature, prior to any consideration of the matter.

C. PRESENTATIONS/DELEGATIONS

D. STAFF REPORTS

1. Operational Update – P. Van Mierlo West

Explore the Shore: P. Van Mierlo-West outlined the current plans for Explore the Shore as a fundraiser for the Mettawas Park development. She explained food trucks may be utilized instead of having a BBQ. She stated the event will expand both Cedar Beach and Cedar Island. M. Lauzon informed the committee that Sheila from the Paddleboard company will be donating the proceeds to Mettawas.

Memorial Cup: P. Van Mierlo-West identified Jack Miner's, the Memorial Museum and the Arena as our preferred locations for the Memorial Cup Road Show.

There was discussion regarding the booth set up at the WFCU. P. Van Mierlo-West confirmed pens will be given away and that volunteers are still being sought.

Staycation Expo: P. Van Mierlo-West outlined details for the Windsor-Essex Staycation Expo, which will occur Friday April 28-Saturday April 29th. She stated 2-300 contacts are expected, and volunteers still needed. T. Gaffan recommended not staffing the booth during the hours that are popular for teenagers.

Move to Kingsville Commentary: P. Van Mierlo-West reported that 4 commentaries were received and marketing materials are in the process of being created around them.

Business Directory: P. Van Mierlo-West indicated there were some auto-load issues with the Business Directory and Business Registry but a temporary fix has been determined.

Promotional Sales Items: P. Van Mierlo-West stated only four jackets have been sold since the last promotional sales update. She would like the committee to weigh the benefit of having these items versus the cost, and believe the money could be better spent elsewhere. There was discussion on whether or not the jackets are being promoted/advertised enough.

App Development: P. Van Mierlo-West explained that the website and app will be developed in tandem to avoid unnecessary double-up on content. There was discussion regarding the vision for the new site and P. Van Mierlo-West explained the anticipated updates to functionality, searchability, etc. She stated the marketing will involve input from multiple departments because she envisions a large, streamlined roll out. She confirmed that the redevelopment will include an increase in data capture as well. D. Quick recommended an auto-response option to ensure there the influx of messaging, questions, and comments can be easily managed by existing staff.

Business Attraction: P. Van Mierlo-West indicated four small businesses have contacted her and she has sent them to the Small Business Centre in Essex. It was recommended that she begin sending them to Business Resource Centre of Essex County. J. Gaffan will send P. Van Mierlo-West information packages on this organization. P. Van Mierlo-West's goal is to create a Business Attraction strategy and is currently developing marketing materials. She will be sending the finished document to the committee for review.

FICE: P. Van Mierlo-West indicated Saugeen Shores have opted out of FICE, but we're still anticipating being partnered with another community for 2017.

Council Report: P. Van Mierlo-West updated the committee on the Council reports. She requested a member of the committee act as presenter during the Council meeting to put a face to the team. She also gave the committee a break-down of website hits across all of our sites.

MyKingsville Video: P. Van Mierlo-West provided a verbal update on the planned spring shots for the MyKingsville video, as provided by Zeebrah Media.

After discussion about the Operational Update, the committee reviewed the Financial Report and Kingsville Events Guide.

- (i) Financial Report – Committee Budget vs. Actuals Period Ending March 31, 2017
- (ii) Kingsville Events Guide – N. Cobby

07-2017 Moved by J. Gaffan, seconded by D. Hunt to receive the reports as presented.

CARRIED

2. SWTC Tourism Conference: Experience Parts Unknown – N. Cobby

N. Cobby presented her follow up report from the SWTC Tourism Conference. She touched on some of the key takeaways from her experience and explained the trend for tourists to have an authentic experience when visiting a community. Live streaming, customer testimonials, and thought leadership were identified as good areas of focus. It was suggested that we consider a paid social media campaign to assist businesses like the Grove. Other recommendations included:

- * Using our locals as tour guides
- * Doing a workshop to encourage Airbnb's and involve the BIA
- * Provide tourism training, where new employees can learn how to promote tourism attractions.

J. Gaffan left the meeting at 7:03pm.

3. TWEPI Initiatives – T. Hewitt

T. Hewitt presented her report on TWEPI's current initiatives and potential partnership opportunities.

N. Santos left the meeting at 7:14pm and T. Gaffan assumed the chair.

4. Canada 150 – P. Van Mierlo-West

P. Van Mierlo-West presented her report about Canada150. She reminded the committee that Canada150 celebrations span the entire year. She summarized the events planned at the Arena. She also presented an idea for a family-style "Dinner on Main Street", where the street will be shut down, tickets will be sold and tables set up on Main/Division. She indicated there is currently no budget for this, but there is an opportunity for partnership.

T. Gaffan recommended our Canada150 event coincide with Migration Fest. He suggested having 150 Junior and Senior Kindergarten students dressed up as geese in the parade. There was discussion about closing the street down and allowing Kingsville restaurants to showcase their food.

P. Van Mierlo-West will have a letter sent to the Migration Fest committee to request this partnership. The budget was discussed and P. Van Mierlo-West indicated a Foodland grant may be available, and money remains from WEEDC. It was recommended that we connect with the Laws to see if they would be willing to play. P. Van Mierlo-West will have a separate letter sent to Folk Fest.

P. Van Mierlo-West revealed there was a Union Gas donation made for the Red & White Wine dash that could be allocated to this initiative. P. Van Mierlo-West indicated it would be a partnership with Tourism Economic Development, Migration Festival, Parks & Recreation & the BIA. It was recommended that members from the above stated committees and representative from EDDK and Pelee Island Winery gather to brainstorm. It was recommended we get 150 decoy geese and place them around Rotary Park.

08-2017 Moved by M. Stranak, seconded by D. Hunt, to receive the report as presented.

CARRIED

5. Business Engagement Strategy – P. Van Mierlo-West

P. Van Mierlo-West presented her report titled "Business Engagement Strategy" for the committee's review. She encouraged the committee to focus on Economic Development and improve how we meet with our small businesses. She outlined a three tier system to engage with our businesses.

She recommended the following actions:

- A weekly business blog with contributions from willing experts on MyKingsville. She recommended filtering this information through to the BIA to reach out to businesses and request content contributions.
- A Quarterly Business Networking event in partnership with the BIA
- A Business Summit, either by hiring one that travels, or planning a summit independently. She explained this would provide a couple of opportunities to partner with other municipalities.

(iii) Rural Business Summit

P. Van Mierlo-West presented what the Rural Business Summit is doing right now.

There was discussion regarding the timing for the Quarterly Business Networking and it was recommended that it be a 6pm event early in the week.

09-2017 Moved by M. Lauzon, seconded by D. Quick, to accept all three recommendations as presented.

CARRIED

E. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. **2017 MasterCard Memorial Cup Host Organizing Committee – Announcing Community Events on May 18, 2017:** P. Van Mierlo-West presented the committee with correspondence received regarding the 2017 MasterCard Memorial Cup for their information.

CARRIED

F. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—February 9, 2017

10-2017 Moved by D. Hunt, seconded by M. Stranak to adopt the minutes of Tourism/Economic Development Committee Meeting dated February 9, 2017.

CARRIED

G. NEW AND UNFINISHED BUSINESS

1. **MyKingsville Video – Verbal Update** – P. Van Mierlo-West provided a verbal update of the MyKingsville Video during the Operational Update, so it was not necessary to expand further.
2. **BIA Report**– K. Wettlaufer explained that the Spring Book will be launching shortly and includes an endorsement from TWEPI. She highlighted some of the other articles in the book and stated advertising was very successful this year.

There was discussion about the Night Market and it was not known if it was moving forward this year. There was consensus to move forward with a street closure to substitute the lack of night market. It was recommended we take on a by-weekly market in 2018.

N. Santos returned at 8:30pm and reassumed the chair.

3. Mettawas Park: T. Gaffan recommended we connect with artists to make Mettawas an art park with sculptures and walkways and outdoor artwork to draw people from outside of the county and make the landscape different. N. Santos indicated art can be incorporated once the park is completed. It was suggested this would need to go through Parks & Rec.

TWEPI has planned a Birding /Visitor Guide reveal on April 21, 2017 at 10:45am at the Business Centre.

H. NEXT MEETING DATE

1. The next meeting of the Tourism/Economic Development Committee shall take place on Thursday, May 11, 2017, at Municipal Office Committee Room A @ 5:30 p.m.

I. ADJOURNMENT

11-2017 Moved by T. Gaffan, seconded by D. Quick, to adjourn this Meeting at 8:09 p.m.

CARRIED



CHAIR, Mayor Santos



RECORDING SECRETARY, T. Hewitt