



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, MAY 11, 2017 @ 5:30 P.M.
Committee Room 'A', 2021 Division Rd N, Kingsville**

A. CALL TO ORDER

Mayor Santos called the Regular Meeting to order at 5:33 p.m. with the following persons in attendance:

Members:

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

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

Regrets:

M. Lauzon

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. None were reported.

C. PRESENTATIONS/DELEGATIONS

D. STAFF REPORTS

1. Monthly Report: Operational Update – P. Van Mierlo-West

P. Van Mierlo-West presented her Operation Report and provided follow-up on the following items.

Explore the Shore: P. Van Mierlo-West advised that PRACT / TEDC / and the Mettawas Fundraising Committee will partner on our planned fundraising BBQ at Explore the Shore. Planned activities include:

- Beach volleyball
- Stand Up Paddleboard
- Touch the Fire Rescue Boat
- Barbeque

P. Van Mierlo-West suggested the Farmer's Market may be a potential partner.

Memorial Cup: P. Van Mierlo-West stated the locations for the Memorial Cup Community Tour are Jack Miner's Bird Sanctuary and the Memorial Museum. She revealed that the Arena stop was omitted due to time constraints. She confirmed the downtown core will be painted in a hockey face-off theme. She also advised that pens will be given away at the booth that evening, and an interactive game is scheduled to engage participants.

Staycation Expo: P. Van Mierlo-West reported that the Town attended the Devonshire Staycation Expo.

Move to Kingsville Commentary: P. Van Mierlo-West explained 4 commentaries have been received and marketing materials will be put together by the new summer student, E. Peterson-King.

Business Directory: P. Van Mierlo-West followed-up on the Business Directory, indicating she had received interest from one potential participant so far, a coffee shop.

FICE: P. Van Mierlo-West stated OMAFRA is still reviewing possible partners for FICE.

Council Report: P. Van Mierlo-West requested one or two committee members to present to the June 12th, 2017 Council meeting. D. Hunt and M. Stranak volunteered. P. Van Mierlo-West will develop a power-point for their presentation.

Photo Project: P. Van Mierlo-West reported that the videographer has received drone footage of downtown, Lakeside Park and over the lake. They plan to film at the Memorial Cup event and the holiday weekend at the Marina. They also plan to film at the golf course and at Jack's Gastropub.

Accommodation Review RFP: P. Van Mierlo-West explained that the approved budget for the project is \$10,000 and has been allocated from the WEEDC grant. She will be emailing everyone the RFP and stated that, pending approval, it can be uploaded to the Town's Bids and Tenders site. Once the committee receives the RFP a decision to move forward can be made. There was discussion about the hotel D. Hunt saw in Fergus, as he believes something comparable can be done in Kingsville. P. Van Mierlo-West confirmed that a Marketability study will be included in the Accommodation Study as well.

Regional Business Survey: P. Van Mierlo-West reported that WEEDC along with its partners conducted an online survey and business outreach during small business week.

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**

N. Cobby confirmed that the Events Guide was popular at the Staycation Expo. There was also a lot of positive feedback from Staycation attendees about Kingsville. N. Cobby confirmed a variety of ages were represented at the event.

12-2017 Moved by D. Quick, seconded by T. Gaffan, to receive the reports as presented.

CARRIED

13-2017 Moved by D. Hunt, seconded by J. Gaffan, to obtain the RFP information from Administration.

CARRIED

2. 2017 Zoomer Show – P. Van Mierlo-West

P. Van Mierlo-West provided the committee with information regarding the Zoomer Trade Show and possible ideas and items that will appear within the showcase. The following decisions were made. The Travel Zone was requested for the set-up area.

- 1) *Confirmation of attendees* – D. Hunt and N. Cobby volunteered to attend.
- 2) *Approval of corner 10x20 booth (\$2,700)* - Approval was confirmed. N. Cobby will handle community outreach to see if partnerships are possible.
- 3) *Theme of the booth* – The Committee decided to maintain last year's theme.
- 4) *Continuation of the online survey* – D. Hunt and N. Cobby will brainstorm potential improvements to the data collection process. It was recommended that one specific person focus on the data collection. D. Quick volunteered to assist on return emails. They will bring ideas back to the next meeting agenda.

(i) **Toronto Floor Plan**

(ii) *4th Annual Windsor 50 + Show 2017*: K. Wettlaufer presented information on the WFCU Centre Zoomer Show. She stated the BIA is not interested in having a booth at this show, but presented it for the Town's consideration. The committee discussed the advantages and disadvantages of investing in the opportunity.

Administration will investigate the Wine and Food Expo and bring information to the next committee meeting. A partnership with EPIC was recommended.

14-2017 Moved by T. Gaffan seconded by D. Quick, that the committee receive the reports for their information.

CARRIED

E. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. Marketing Canada Awards Call for 2017 Submissions: Penny Gardiner, April 18, 2017

P. Van Mierlo-West presented the committee with correspondence received from Penny Gardiner regarding the call for Submissions for the Marketing Canada Awards. P. Van Mierlo-West believes the Town has a good chance of being recognized in one of these awards. P. Van Mierlo-West explained that E. Peterson-King will take the lead on some films, Facebook Live and Snapchat initiatives, which would provide additional opportunities for recognition.

15-2017 Moved by J. Gaffan, seconded by D. Quick, to support Administration's endeavor to submit to this competition.

CARRIED

F. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—April 13, 2017

16-2017 Moved by D. Hunt, seconded by T. Gaffan, to adopt the minutes of Tourism/Economic Development Committee Meeting dated April 13, 2017.

CARRIED

G. NEW AND UNFINISHED BUSINESS

The committee discussed new and unfinished business. There was a dialogue on attracting new business. N. Santos explained that currently, Planning and the Office of the CAO handles much of the business attraction plan, and partner with various other organizations such as WEEDC to maximize efforts. He explained much of the business

attraction happens privately between business/corporations, citing examples such as non-compete agreements with franchises. D. Quick asked the committee what types of business we want to attract. Discussion regarding online complements; website, mapping, and social media to make information readily available were discussed. N. Santos indicated that the Service Industry appears to be the trend; gyms, computer repair, etc. T. Gaffan indicated a car dealership and license bureau would be successful.

K. Wettlaufer stated the BIA is attempting to organize an event after Labour Day.

There was discussion regarding the new school and what will happen with the surplus properties. It was stated that the Town will have the first right to purchase.

N. Santos updated the committee that mykingsville.ca will be updated, as per the last Council meeting.

There was an update on plans for our Canada150. N. Santos explained fireworks will happen at the church on the 30th, followed by activities at the Arena on July 1st. The committee will receive the posters that have been created.

There was discussion regarding the potential Canada150 partnership with Migration Festival.

An update on the Night Market was provided. There was discussion about the parking lot rental fee and whether or not the BIA would be willing to take it on as a for-profit event.


H. NEXT MEETING DATE

1. The next meeting of the Tourism/Economic Development Committee shall take place on Thursday, June 8, 2017 at Municipal Office Committee Room A @ 5:30 p.m.

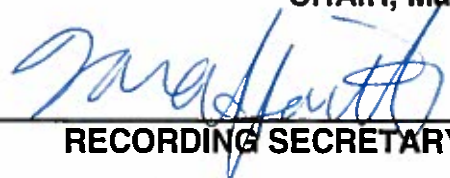
I. ADJOURNMENT

17-2017 Moved by M. Stranak, seconded by T. Gaffan, to adjourn this Meeting at 6:36 p.m.

CARRIED



CHAIR, Mayor Santos



RECORDING SECRETARY, T. Hewitt