



## MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE  
THURSDAY, JUNE 8, 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 5:31 p.m. with the following persons in attendance:

**Members:**

Mayor N. Santos

J. Gaffan

T. Gaffan

D. Hunt

D. Quick – *arrived at 5:38pm*

M. Stranak

D. Quick

M. Lauzon

**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. None were reported.

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

#### **1. Delegation from Councillor Thomas Neufeld regarding EcDev Ideas and Initiatives Learned at OSUM Conference**

Mayor Santos welcomed Councillor Neufeld and provided some background for his presentation. T. Neufeld discussed key information from the OSUM conference that could benefit EcDev/Tourism initiatives. He explained that seeking opportunities for collaboration with other municipalities will provide Kingsville with a bigger voice and access to more resources. Other suggestions included:

1. Understanding the essential nature of communication and transportation infrastructure.

2. Investigating the possibility of providing electric vehicle plug-ins in parking lots
3. Considering an expansion in our job postings to include any jobs within Kingsville.
4. Pursuing structural grants for deteriorating businesses.

T. Neufeld also discussed an Alumni Attraction campaign that Minto follows that Kingsville could replicate. He explained that the Mayor of Minto sends letters to graduates and follows up with them through their post-secondary education with an enticement package to encourage graduates to return with their newly acquired skillset.

He encouraged the committee to consider initiatives that focus on Adaptable Housing to entice older adults to the area.

The committee discussed the job portal to advertise all jobs for the entire community. Mayor Santos stated that Windsor Essex Work Force has started a regional job portal and suggested the database could be used as a plug-in.

T. Neufeld left at 5:45pm

#### **D. STAFF REPORTS**

##### **1. Economic Development Tourism Committee Update – P. Van Mierlo-West**

P. Van Mierlo-West presented her Economic Development Tourism Committee Update and provided follow-up on the following items.

*Memorial Cup:* P. Van Mierlo-West stated the Memorial Cup tour was a great success with tourists and provided exposure to Jack Miner's and the museum.

*Facebook Live Videos:* P. Van Mierlo-West reported that we have started doing Facebook Live feeds surrounding Kingsville events. She indicated Derek Lewis of Red Arrow Digital Media provided training to N. Cobby, T. Hewitt and E. Peterson-King to increase engagement and improve video quality.

*Move to Kingsville Commentary:* P. Van Mierlo-West explained 4 commentaries have been received and marketing materials will be created for committee review.

*App Development:* P. Van Mierlo-West stated that the app is awaiting completion of the Town website as to assist in content development.

*Council Report:* P. Van Mierlo-West advised that delegation will be attending Council on June 12<sup>th</sup>, 2017 at 7pm.

*Accommodation Review RFP:* P. Van Mierlo-West reported the Accommodation Review is currently on the Town Bids and Tenders website. Eleven bids have been received. The bids will close on June 23rd, 2017.

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 stated that new companies include: Chante Fishing Charters and Surf's Up – South Shore – Stand Up Paddle Boarding Rentals and Classes.

**18-2017** Moved by M. Stranak, seconded by T. Gaffan, to receive the reports as presented.

**CARRIED**

## **2. Blue Flag Marina Requirements – P. Van Mierlo-West**

P. Van Mierlo-West provided the committee with information regarding the Blue Flag Marina Requirements. She indicated there are two potential blue flags: A Beach Blue Flag and Marina Blue Flag. She stated that her report focusses on the Marina Blue Flag. She identified the steps required to achieve Blue Flag status, the timelines, obligations of the Town, and potential partnerships. She offered to coordinate a presentation on the benefits of Blue Flag.

There was discussion on Colchester's recent Blue Flag status. N. Santos stated that the sub-committee is focused on the marina and can continue to spearhead initiatives.

**19-2017** Moved by D. Hunt, seconded by T. Gaffan, that the committee receive the reports for their information and refer the information to the subcommittee.

**CARRIED**

## **E. BUSINESS/CORRESPONDENCE – ACTION REQUIRED**

### **F. MINUTES OF THE PREVIOUS MEETING**

1. **Tourism/Economic Development Committee Meeting Minutes—May 11, 2017**

**20-2017** Moved by J. Gaffan, seconded by M. Lauzon, to adopt the minutes of Tourism/Economic Development Committee Meeting dated May 11, 2017.

**CARRIED**

## **G. NEW AND UNFINISHED BUSINESS**

The committee discussed new and unfinished business. A draft survey for the Zoomer show was presented. N. Cobby indicated it was similar to what was done last year, but focused more on vacations.

**21-2017** Moved by D. Hunt, seconded by M. Stranak, to receive the survey for their information.

**CARRIED**

D. Hunt took the committee through the June 12<sup>th</sup> presentation. Feedback was provided.

There was discussion about beginning a new business "welcome wagon" to thank new businesses for investing in the community. N. Santos indicated it would require resources in order to bring it to fruition.

**22-2017** Moved by T. Gaffan, seconded by J. Gaffan, to consider a welcome gift for new businesses in the next budget.

**CARRIED**

N. Santos suggested that when a title changes ownership it could that trigger Corporate Services to send.

K. Wetlaufer suggested the committee//Town work with the BIA in order to prevent double ups.

K. Wetlaufer reported that Kingsville's Staycation package partnership with TWEPI is very impressive and shines against other municipalities.

#### **H. NEXT MEETING DATE**

1. The next meeting of the Tourism/Economic Development Committee shall take place on July 13, 2017 at Municipal Office Committee Room A @ 5:30 p.m.

#### **I. ADJOURNMENT**

**23-2017** Moved by T. Gaffan, seconded by J. Gaffan, to adjourn this Meeting at 6:24 p.m.

**CARRIED**

  
\_\_\_\_\_  
CHAIR, Mayor Santos

  
\_\_\_\_\_  
RECORDING SECRETARY, T. Hewitt