



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, AUGUST 3, 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 5:35 p.m. with the following persons in attendance:

Members

Mayor N. Santos
M. Stranack
J. Gaffan
T. Gaffan
D. Quick (arrived at 5:45 p.m.)
M. Lauzon

Members of Administration

CAO, P. Van Mierlo-West
Deputy Clerk, J. Alexander
Parks and Recreation Manager, M. Durocher
Tourism Coordinator, N. Cobby
BIA Coordinator, K. Wettlaufer

Absent: D. Hunt

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

1. Delegation from Manager of Parks and Recreation, M. Durocher regarding Tall Ships event in 2019.

M. Duroucher discussed the 2019 Tall Ships America event. In 2015, the Town of Kingsville has hosted this event which was extremely successful. The Tall Ships organizers have request the Town's support for the event in 2019. Kingsville will be the only Canadian port to host this event along with Toledo, Ohio. This could be an excellent opportunity for tourism and bringing economic opportunity for local businesses.

J. Gaffan asked M. Durocher about potential revenue if the Town hosted this event. M. Durocher indicated that this event will bring tourists to the area and local business could benefit. There is no financial gain for the Town to host this event, as this is a tourism opportunity. If the Town did proceed with this event, funding would need to be allocated into a reserve.

M. Stranack asked for the proposed dates for this event. M. Durocher indicated mid to late August 2019. M. Stranack followed-up with a question regarding the status of the Mettawa's development and will it be completed in time for this event? N. Santos indicated that phase one should be completed in time for this event.

24-2017 Moved by J. Gaffan, seconded by T. Gaffan, to allocate \$20,000 in the 2018 Tourism and Economic Development Committee budget in reserve for the 2019 Tall Ships event.

CARRIED

2. Delegation from Johnny Dutton, Culture Days Volunteer regarding Culture Days "Art Free for All" event.

J. Dutton discussed with the Committee the Culture Days event on September 30, 2017. The flag raising ceremony is scheduled for September 22, 2017, and everyone is invited. This year, the event is expanding with local artists to include highland dancers and a puppeteer as new participants. J. Dutton asked the Committee for financial assistance as organizers have incurred unexpected expenses by purchasing liability insurance and rented the Unico building as a rain back-up venue. Information regarding the event was handed to the committee.

J. Gaffan asked the organizers about the financial expenses of hosting this event and the new expenses incurred. This event is completely organized through volunteer time and donated supplies. They do not collect money to have this event. This year, organizers wanted a rain location which was an unforeseen cost to the organizers. The expenses include a rental fee for the Unico building and liability insurance rider on the Town's insurance policy. The Committee discussed ways to financially assist with the event. P. Van Mierlo-West indicated to the Committee that there are a few "in kind" services that can be done.

25-2017 Moved by T. Gaffan, seconded by M. Lauzon to research the in-kind services to financially assist the Culture Days event including the Unico rental fee and insurance rider; and to report this information back to the Committee.

CARRIED

D. STAFF REPORTS

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

P. Van Mierlo-West presented her Economic Development Tourism Committee Update to the committee. She requested assistance with the tag line for the economic development conference. The committee agreed to "collaboration for success." Once the packages are finalized, administration will be mailing them out to get sponsors.

E. BUSINESS/CORRESPONDENCE

1. Radio Show Opportunity – Marilyn Wetston: Host and Producer of "From a Woman's Perspective" AM740, dated July 5, 2017.

Correspondence from Marilyn Wetston: Host and Producer of "From a Woman's Perspective" on AM740 was presented to the committee for discussion.

K. Wettlaufer had a discussions with Marilyn about this promotional opportunity. The show has an audience which is compatible to our marketing of the Town as a retirement community.

The committee directed K. Wettlaufer to investigate the price for this promotional package and bring this information to the committee.

F. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—June 8, 2017.

26-2017 Moved by J. Gaffan, seconded by M. Lauzon, to adopt the minutes of Tourism and Economic Development Committee Meeting dated June 8, 2017.

CARRIED

G. NEW AND UNFINISHED BUSINESS

1. Update from B.I.A – K. Wettlaufer

K. Wettlaufer provided a verbal update regarding activities in the BIA. The maps are in limited supply and looking for budgeting in the 2018 BIA operating budget to print. D. Quick asked if there could be an online version on the map on the myKingsville website. This can be looked at in the future with the updates to the website.

BIA is surveying businesses on whether to close the road to host local BIA events. This is still in progress. K. Wettlaufer asked if the BIA can be at SERT meetings. They would like to be part of the Town's decision process with road closures for events. Through discussions with the committee it is determined that Councilor G.

Queen is a BIA Board member and on the SERT committee and can provide some input when necessary.

2. T. Gaffan discussed the Town sending thank-you cards to businesses who are opening or into their business for the betterment of the Town. He would like to see that the Town recognize these businesses and have Council send a supporting letter or card. N. Santos and P. Van Mierlo indicated that we do not have the staff resources to start this practice but agreed to look into ways to recognize businesses.

The Committee directed Administration to research what other municipalities are doing to show recognition to new and expanding businesses, and to report back to the Committee.

H. NEXT MEETING DATE

1. The next meeting of the Tourism/Economic Development Committee shall take place on September 7, 2017 in Committee Room A at 5:30 p.m.

I. ADJOURNMENT

27-2017 Moved by J. Gaffan, seconded by M. Lauzon, to adjourn this Meeting at 6:57 p.m.

CARRIED



CHAIR, Mayor Santos



DEPUTY CLERK, J. Alexander