



# MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE MINUTES  
THURSDAY, NOVEMBER 10, 2016 @ 6:30 P.M.  
COMMITTEE ROOM A, MUNICIPAL OFFICES  
2021 DIVISION ROAD N., KINGSVILLE, ON N9Y 2Y9**

---

## **A. CALL TO ORDER**

Chairperson, Nelson Santos called the Meeting to order at 6:31 p.m. with the following persons in attendance:

**Members:**

Nelson Santos

Jim Gaffan

Tony Gaffan

Dave Hunt

Michael Lauzon

Doug Quick – *arrived at 6:34pm*

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: Inspire Hub C.O.O Karolyn Hart

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

Chairperson, Nelson Santos 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. Karolyn Hart, C.O.O InspireHUB Inc. – The Future of Civic Apps: The Power of Engaging Your Community**

N. Santos introduced K. Hart to the committee and P. Van Mierlo-West briefly outlined the reason for the InspireHub presentation and how it could potentially be used effectively for our purposes. K. Hart gave a history of the development of the app. She listed stable coverage, browser technology and phone maturation as advancements that make the technology possible. K. Hart demonstrated the technology.

Pricing was discussed and it was revealed that the monthly price is dependent on the number of registered active users. D. Quick recommended offsetting monthly costs with sponsorship opportunities. K.Hart left at 7:37pm

There was continued discussion about the feasibility of the civic app, and potential uses. It was suggested that costs be shared with other departments and that the price may be negotiable.

**29-2016** Moved by J. Gaffan seconded by D. Quick that Council approve in their budget to pay for a mobile app, and that the InspireHUB demonstration be presented to Council.

**CARRIED**

## **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.

**30-2016** Moved by D. Quick seconded by T. Gaffan to approve the financial report for the period ending October 31, 2016 as presented to the Committee.

**CARRIED**

## **E. STAFF REPORTS**

### **E.1. Zoomer Show Trip Report – Dave Hunt**

D. Hunt provided a summary of the Zoomer Show, indicating the booth was well received. He highlighted positive comments and identified some of the challenges and opportunities for engagement he encountered. (i.e – most people did not know where Kingsville is) D. Hunt recommended investing in the Zoomer Show and possibly other tradeshow in the future. D. Quick suggested presenting Kingsville as a package with a bank of tents highlighting attractions/accommodations such as Pelee Island Winery, The Grove, etc.

### **E.2. Zoomer Show Survey Results – Natalie Cobby**

N. Cobby explained the process of collecting the email address and presented the Zoomer Show survey results. There was consensus that the online advertising was ineffective; (1.5% identified having heard about Kingsville from the Zoomer digital campaign). It was suggested the retirement community be approached to generate testimonials to forward to respondents. D. Quick recommended that survey participants be invited to Kingsville for the weekend. It was recommended that the new holiday guide link be sent to the email list.

**31-2016** Moved by J. Gaffan seconded by M. Stanak that the committee receive both reports, and that both reports be forwarded to council.

**CARRIED**

### **E.3. MyKingsville.ca Events Guide**

N. Cobby reviewed the MyKingsville Events Guide, acknowledging that businesses outside of Kingsville had been removed with the exception of conservation areas. She reported that the guide is consistently growing each month.

## **F. BUSINESS/CORRESPONDENCE**

### **F.1. 2017 Travel Information Services Conference: Plan for attending/Review of options to be in the Exhibition space.**

N. Santos addressed correspondence received from TWEPI in regards to the 2017 Travel Information Services Conference planned for October 11-13, 2017 at Caesars Windsor. It was decided that the Town should have presence there. N. Santos will clarify if there are associated costs.

**32-2016** Moved by D. Hunt seconded by T. Gaffan that the Committee participate in the 2017 Travel Information Services Conference.

**CARRIED**

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

**G.1.** Tourism/ Economic Development committee meeting minutes dated Thursday, October 13, 2016 as presented for adoption.

**33-2016** Moved by D. Quick seconded by J. Gaffan, the Committee's Thursday October 13, 2016 minutes are adopted as presented.

**CARRIED**

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

### **H1. Introduction of B.I..A Coordinator, Karen Wettlaufer**

S. Holland introduced new B.I.A Coordinator, Karen Wettlaufer to the Committee.

## **H2. 2017 Budget Report**

P. Van Mierlo-West electronically presented the proposed 2017 budget report, requesting any unlisted projects be identified. It was recommended that the existing community sign on County Road 50 be refurbished. It was recommended that the EDC promotions be increased to \$10,000 to account for clothing/merchandise. It was recommended that the relationship with Crossings Magazine be discontinued.

There was discussion about the costs of advertising and some ballpark figures were presented. It was requested that further investigation be done for less expensive alternatives. It was suggested that the Accommodation Feasibility Study be added to the budget. Some locations that could be suitable for a hotel in Town were identified. It was requested that a community profile book be added to the budget (P. Van Mierlo-West will secure quotes). D. Hunt will report back next month regarding which tradeshow he recommends involvement in. It was recommended Kingsville consider hosting (i.e. Leadership day) There was a discussion about the feasibility of city-wide WIFI. The swift program was discussed for high speed broadband.

**34-2016** Moved by J. Gaffan seconded by M. Lauzon, the Committee approves the budget with the requested adjustments.

**CARRIED**

## **I. OTHER BUSINESS**

**No other business.**

## **J. ADJOURNMENT**

**35-2016** Moved by D. Quick seconded by T. Gaffan, the Committee adjourn the meeting at 9:18 p.m.

**CARRIED**

The Committee will meet again Thursday, December 8, 2016 at 6:30 p.m.

---

**CHAIRMAN, Nelson Santos**

---

**Recording Secretary – Tara Hewitt**