



MINUTES

**TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE
THURSDAY, DECEMBER 7, 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 5.30 p.m. with the following persons in attendance:

Members

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

Members of Administration

CAO, P. Van Mierlo-West
EA, J. Settingington
Tourism Coordinator, N. Cobby

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

None

D. STAFF REPORTS

1. Zoomers Show – Survey Results & Respondent Letter – N. Cobby

N. Cobby walked the committee through the Zoomer Show 2017 Survey Results. There were 25 respondents to the online survey.

Discussed how we could put tourism packages together – exploring partnerships with BIA, local businesses. N. Cobby commented that the people who both stopped by the booth and participated in the survey were interested and engaged. She would like to open the doors to further communication with this group. D. Quick recommended that we tighten the timeframe – sending out an email, and perhaps following up with a phone

call. This group provided good information on the kinds of amenities people are looking for, however technology probably wasn't the right forum for this group – need to get them interested while at the show.

N. Cobby asked for committee feedback on the suggested survey respondent letter. Can send this out, along with the link to the new tourism video to the subscriber list.

27-2017 Moved by J. Gaffan
 Seconded by D. Hunt

CARRIED

2. Kingsville Economic Development Strategy Plan – P. Van Mierlo-West

P. Van Mierlo-West walked committee through the Economic Development Strategy Plan. She tried to line up the strategy plan with the economic development plan, and she has heard a lot about how to retain younger people in the community. Under the actions section of the strategic goals have included dates but not budget, these have already been incorporated.

In plan, under goal 2 – discussion amongst the group to expand 'grow agri-culinary participation among producers to tourism' to include wineries, micro-breweries and restaurants. Discussion about drawing down on the businesses amongst the food processing sector to include businesses that manufacture and maintain equipment.

Tourism cluster - hotel accommodation study to be completed in January, look at how to train front-end staff to assist with cross-promotion of local businesses, how to bring more events to Kingsville in the 'off-season' (ie. KEDC conference). Education cluster – look at feasibility study, what we need – in next few years there will be a few empty school buildings. Cluster: refocus economic development programs – include hire an economic development officer (2019) under objectives.

Discussion amongst the group around goal 5: attract and retain a new generation of entrepreneurs and workforce. Look at the average age of business owners – need to have a succession plan in place. Add under actions – promote partnership with youth entrepreneurial groups ie. Junior Achievement. Inspire youth to create entrepreneurship ventures before they leave the community.

Discussion was had regarding the overall plan – good job, significant amount of work, there is no 'go-to' person to manage until Economic Development Officer is hired, and currently the CAO is managing with help from other staff. J. Gaffan suggested we accelerate plan to Council – so they can see why we need Economic Development Officer. Suggested there might be an opportunity to tap into Federal grants/money. P Van Mierlo-West stated there is an Official Plan workshop scheduled for December 21, 2017 – it is separate, but will tie into this strategy plan.

28-2017 Moved by J. Gaffan
 Seconded by D. Quick

That continue to work, edit and expand on the Strategy Plan at every meeting in an effort to bring to Council for approval.

CARRIED

3. Production of new fold-out map & 2 quotes – N. Cobby

Discussion about different folding options, pamphlet style vs tri-fold. The pamphlet style is cheaper than the smaller fold-out. More surface area, more user-friendly, can zoom in to the map. The tri-fold is pocket friendly. Need to look at the map and decide on ad space vs map space vs photos, include more photos, show images around Kingsville. N. Santos suggested we look at how much revenue we want on the map and work backward to determine cost. Need to present to the BIA.

29-2017 Moved by J. Gaffan
 Seconded by D. Quick

Decision deferred. N. Cobby get more information and bring something back to the group at the next meeting in January, 2018.

CARRIED

E. BUSINESS/CORRESPONDENCE

1. Erie North Shore Minor Hockey Association

N. Santos brought forward a letter that was received from the Erie North Shore Minor Hockey Association looking for sponsorship. There will be 100 families staying in the Kingsville & Leamington area for this tournament. Discussion about how much money to provide in sponsorship and where that money would come from – P. Van Mierlo-West stated it would come from the EcDev reserve.

30-2017 Moved by M. Lauzon
 Seconded by D. Hunt

That the Committee provide \$3500 in sponsorship for the 2018 Pee Wee Major All Ontario Hockey Championship in Kingsville.

CARRIED

2. Canadian Association of Moldmakers

P. Van Mierlo-West brought forward a letter that was received from the Canadian Association of Moldmakers. Discussion about the request and the fact that Kingsville does not have any mold shops in the municipality. P. Van-Mierlo West does not recommend contributing to this program and will respond to the letter.

The committee will not make a contribution.

CARRIED

F. MINUTES OF THE PREVIOUS MEETING

1. Tourism/Economic Development Committee Meeting Minutes—November 2, 2017.

31-2017 Moved by J. Gaffan
 Seconded by D. Hunt

To adopt the minutes of the Tourism and Economic Development Committee Meeting dated November 2, 2017.

CARRIED

G. NEW AND UNFINISHED BUSINESS

1. Tourism Video – N. Santos

The newest version of the tourism video was played for the committee. N. Santos stated they have provided an updated script for the next version. Discussion amongst the group about showing more rural photos or video, including biking trails (Chrysler Greenway), fruit & vegetable stands, recreation centre/arena, Cedar Island beach, marina, yacht club and brightening the voice-over. Some of the scenes don't match the words and there are a lot of shots of one couple 'walking through town'.

FYI ONLY

2. Purchase of a new camera – N. Santos

N. Santos brought forward the need to purchase a camera. N. Cobby has been using her personal camera when she takes photos at different public, tourism and economic development events for the Town of Kingsville. Requirements for a camera include one that will take both photo and video. N. Santos has researched 3 different brands and is proposing a budget of \$2500-3000 – this will include flash, lenses, filters, the ability to directly upload to laptop and social media. This camera should last 10 years and will be great for use at special events. Look at the money to come from reserves.

32-2017 Moved by D. Quick
 Seconded by M. Stranak

Direction to purchase the camera.

CARRIED

3. Tourism & Economic Development Budget – N. Santos

N. Santos provided the committee with the for the committee budget, for the 10 months ending October 31, 2017.

Some programs will be rolled into next year – the accommodation study/update will be completed in January. Saving money on the Community Profile Book – N. Cobby is currently working on the next edition. After review – we are only minus \$3000 on the

Economic Development Conference – planning will begin earlier for the 2018 conference. Discussion about the billboard on Highway # 3 – the visibility in that area has changed, perhaps need to look at a different location.

33-2017 Moved by T. Gaffan
 Seconded by M. Lauzon

To receive Tourism & Economic Development budget.

CARRIED

H. NEXT MEETING DATE:

The next meeting of the Tourism/Economic Development Committee shall take place on Thursday, January 11, 2018 at 5:30 pm. in Committee Room A. Changed from Thursday January 4, 2018 because of the holidays.

I. ADJOURNMENT

34-2017 Moved by D. Quick
 Seconded by D. Hunt

To adjourn the meeting at 7:10 pm.

CARRIED

CHAIR, Mayor Santos

EXECUTIVE ASSISTANT, Jennifer Setterington