



MINUTES

TOURISM AND ECONOMIC DEVELOPMENT COMMITTEE

FEBRUARY 8, 2018 @ 5:30 P.M.

Committee Room 'A', 2021 Division Rd N, Kingsville

A. CALL TO ORDER

Councilor T. Gaffan called the Regular Meeting to order at 5:50 p.m. with the following persons in attendance:

Members:

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

Members of Administration:

CAO P. Van Mierlo-West
Executive Assistant to the Mayor and CAO, J. Settingington
Tourism Coordinator, N. Cobby
BIA Coordinator, Christina Bedal

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. NONE

D. STAFF REPORTS

1. N. Cobby walked the committee through her London Wine and Food Show Report. It was a 3-day event, it included a large number of Southwest Ontario vendors, and Kingsville was the only municipality to attend. We collected 135 email addresses for our Escape to Kingsville promotion. It was received well, and when reviewing Google analytics following the show, it showed a 26% increase in users. M. Lauzon suggested if there was an opportunity next year we should look at approaching The Grove or Jack's as partners – we can promote their beer, offer



MINUTES

package/ballots. The booths that offered interactive 'games' or had wine/beer/cider had more people stopping after 8:00pm.

P. Van Mierlo-West commented that the uptake from the London Wine and Food Show was double the Zoomers Show, and seemed worth attending for the cost. Suggested we ask the businesses to track the number of people who use the Escape to Kingsville promotion.

D. Hunt recommended to speaking to businesses about discounts/promotions for all shows for the year, a long-term agreement, won't have to ask for each show. N. Cobby commented that she would like to see the map/locations grow. T. Gaffan suggested approaching the BIA for help with promotion. It was suggested we do a joint event with the BIA – open house/introductory meeting – explain what the committee is about, how we can help promote their businesses. C. Bedal stated that she is going to be looking at quarterly networking events for businesses, and could include this offer/map on the agenda. M. Stranak suggested we could look at this map/promotion similar to the EPIC wine passport.

Discussion about interactive 'game' to draw people in – suggested we look at doing that after 8:00pm – N. Cobby to research game options. Also need to bear in mind, need carpet and change/move booth around to accommodate. N. Cobby to follow-up with TWEPI re: any other upcoming shows to attend. P. Van Mierlo-West suggested talking to EDDK re: more promotions, more participation.

01-2018 Moved by M. STRANAK, seconded by J.GAFFAN to receive the report as presented

CARRIED

2. P. Van Mierlo-West walked the committee through Economic Development Conference documents. Need to look at changing tagline, confirming dates, arranging speakers. She talked to a lot of people at ROMA who were excited about the 2018 conference, need to lockdown dates so postcard can be handed out at various conferences/meetings. Looking at 2 streams - #1 Economic Development and #2 Tourism – and have a keynote speaker to bring the streams together. Would like to look at dates for the next 3 years, and procuring sponsorship for longer term – better for future budgeting.



MINUTES

Discussion amongst the group re: 2 tagline suggested – A: For the Road Ahead, and B: Start the Revival. Would like to start advertising soon – AMCTO email blast, social media. Need to decide on artwork, dates, and format. Discussion was had re: full day on Day #1, plus night market (like in 2017), on Day #2 perhaps having 1 keynote, lunch, networking and farewell. The group discussed stock photos for program cover page – can we do this ourselves, can we put 'Kingsville' in the background. N. Cobby stated that she could edit the proposed cover page.

Vote was taken and group preferred the tagline: The Road Ahead.

Discussion amongst the group re: dates – Thursday/Friday vs other days. Depends on how we see Day #2 – does it end with networking session, or do we focus on an 'experience'? Discussion re: location – can we move the Conference to the Grovedale? This isn't feasible because of the breakout sessions – there will not be enough room at the Grovedale – need the breakout sessions to appeal to a broader audience. Discussion about possibility of moving the night market on Day #1 to Grovedale, and providing music.

Decision to choose last Wednesday/Thursday in September for the next 3 years going forward.

02-2018 Moved by D.HUNT, seconded by M. STRANAK to receive the report as presented

CARRIED

3. N. Santos took over as Chair of the meeting and introduced new BIA Coordinator, Christina Bedal. C. Bedal gave a brief update on her first 2 weeks with the BIA. The AGM is on February 20, she will send an invitation out to the members of the committee, and Town Council. Kingsville BIA is celebrating 40 years this year. She is starting to work on the Shopping Guide for spring – looking to drum up additional interest.

E. BUSINESS CORRESPONDENCE – ACTION REQUIRED

1. LEAMINGTON DISTRICT CHAMBER OF COMMERCE Correspondence RE: CHAMBER MEMBERSHIP dated JANUARY 19, 2018



MINUTES

P. Van Mierlo-West brought forward correspondence she received. There are a few Kingsville establishments that are members of the Leamington District Chamber of Commerce. There are some benefits – tourism, pushing our promotional items, savings card, and synergy with the Chamber re: looking ahead at bringing post-secondary education to the area.

J. Gaffan stated he thought it was a good idea. Kingsville did try to get a Chamber, but it was stopped by the City of Windsor – now Windsor Essex Chamber of Commerce. He suggested looking at Category # 1 – Non Profit – cost is \$150/yr.

Discussion about who would attend these meetings – no need to attend monthly meetings, would not be on the Board. Attendance at AGM only required.

Motion to join under Category 1 – Non Profit Membership.

03-2018 Moved by T. GAFFAN, seconded by T. GAFFAN.

CARRIED

2. CANADIAN TRANSPORTATION MUSEUM & HERITAGE VILLAGE
Correspondence RE: 2018 EVENT GUIDE dated JANUARY 23, 2018

The Canadian Transportation Museum & Heritage Village reached out re: advertising in their 2018 Event Guide. Fantasy of Lights and Migration Festival are both providing 1 page advertisements – specific to their events.

Discussion re: amount and size of advertisement. N. Santos didn't have the exact figures but suggested the ad size/price to be approximately \$300 for half page.

Motion to purchase half page ad.

04-2018 Moved by T. GAFFAN, seconded by D. HUNT.

CARRIED

3. ONTARIO PLOWMEN'S ASSOCIATION Correspondence RE: COMMUNITY INFORMATION MEETINGS dated JANUARY 14, 2018

The Ontario Plowmen's Association contacted the Town of Kingsville to see if there was interest in attending a Community Information Meeting to learn more about hosting the International Plowing Match and Rural Expo in our community.

N. Santos asked the committee members if there was an interest in attending this introductory meeting. Discussion was had about the size of the Plowing Match –



MINUTES

typically draws anywhere from 30-85,000 people, and cost to host. T. Gaffan stated that Kingsville hosted the Essex County Plowing Match 17 years ago, on a smaller scale and not geared to overnight stays.

Discussion about meeting date – Saturday February 24 in Strathroy, and could anyone attend.

Motion to contact them asking for more information as no one is available to attend.

05-2018 Moved by J. GAFFAN, seconded by M. LAUZON.

CARRIED

F. MINUTES OF THE PREVIOUS MEETING

1. Tourism and Economic Development Committee Meeting Minutes —DECEMBER 7, 2018

One correction – change spelling of name to M. STRANAK

06-2018 Moved by J. GAFFAN, seconded by T. GAFFAN to receive the minutes of the Tourism and Economic Development Committee Meeting dated DECEMBER 7, 2018

CARRIED

G. NEW AND UNFINISHED BUSINESS

1. RINK BOARD ADVERTISING

P. Van Mierlo-West brought forward MyKingsville.ca advertising on the rink boards at the Kingsville Arena. N. Santos stated that we are paying for a rink board for the upcoming minor hockey tournament. P. Van Mierlo-West suggested we get the rink board designed and look at keeping it up after the tournament.

Discussion re: advertising on the stair risers – there would be no cost associated. T. Gaffan suggested since the Town of Kingsville owns the Arena – should look into something unique re: advertising. Is there something we can do for free?

P. Van Mierlo-West to look at options and bring the information back to the committee.



MINUTES

2. PROMOTIONAL ITEMS – CINDY’S HOME & GARDEN

P. Van Mierlo-West updated the group on sales of promotional items at Cindy’s Home & Garden – they sold out of toques and baseball hats, and the Town received \$430. Cindy’s is not taking a commission, this was a test run to see how merchandise sales went – looking at expanding the program. J. Gaffan suggested we send a thank you to Cindy’s.

N. Santos stated that we have received new stock – baseball hats, toques, baby onesies, kids t-shirts, women’s and men’s t-shirts and fleece. M. Lauzon asked whether should consider ‘other’ items – i.e. magnets, penny cranker.

3. CORRESPONDENCE – EXPLORE THE SHORE SPONSORSHIP

N. Santos stated that have received correspondence asking if we were interested in sponsoring Explore the Shore this year. Committee decided not to sponsor for 2018.

4. TWEPI UPDATE

N. Santos attended TWEPI meeting and updated committee on list of Kingsville establishments that would be in the 3rd Annual Best of List. Voting starts on February 19 and runs through to March 11. There are 42 categories and businesses in Kingsville are represented in most categories.

TWEPI is also starting a new promotion – they are refreshing their website and starting campaign Where can WE take you? They are working on new Food & Drink Guide and working on new branding.

5. BUSINESS AWARDS UPDATE

D. Hunt asked if there was an update on the upcoming Mayor’s Business Awards. P. Van Mierlo-West stated the date has changed – it is now Thursday June 14 at Mastronardi Estate Winery, and she is currently working on the marketing. She also stated that she would like to have a keynote speaker for the event, and has contacted 3 speakers to get more information. Speaker # 1 – topics of expertise included social media, marketing, Speaker # 2 – branding, social media, how to develop online marketing tools and Speaker # 3 – Tommy Europe – 5 steps – how to revitalize your business, Step it Up.



MINUTES

P. Van Mierlo-West stated that once the marketing is complete she would like to start pushing the advertising and sponsorship. The ticket cost per head will cover the

breakfast and look at sponsorships to cover the cost of a keynote speaker. She is looking at WFCU/Libro/TD/Mucci and some of the larger/local legal firms – staying away from companies that sponsored KEDC. Need to get the push out for nominees, ask BIA for help, send out a Media Release.

6. QUARTERLY BRAINSTORMING

T. Gaffan asked about taking the last half hour quarterly to discuss and brainstorm re: marketing, tourism. N. Cobby and C. Bedal mentioned that they had discussed this earlier – they talked about making 'districts' in Kingsville – Art District, Lakefront District, Entertainment District etc. – piecing together where you can find things. C. Bedal talked about partnering with the Historical Society to put together 45 minute pre-planned walking tours. T. Gaffan suggested the next Mayor's Roundtable to be on Tourism. N. Santos stated that it is on the list.

7. ACCOMMODATION STUDY

D. Hunt asked about the Accommodation Study. P. Van Mierlo-West stated that we are waiting on the draft.

8. STRAT PLAN

D. Hunt inquired about the strat plan and P. Van Mierlo-West stated that it is going to Town Council on Monday February 12, 2018.

H. NEXT MEETING DATE

1. The next meeting of the Tourism and Economic Development Committee shall take place on MARCH 8, 2108 at COMMITTEE ROOM A, TOWN HALL @ 5:30 p.m.

Email to be sent to all committee members by J. Setterington to confirm meeting dates for 2018. Meetings will take place the second Thursday of the month.



MINUTES

I. ADJOURNMENT

07-2018 Moved by M. STRANAK seconded by T. GAFFAN to adjourn this Meeting at 7:30 p.m.

CARRIED

CHAIR, Mayor Santos

**RECORDING SECRETARY,
J. Setterington**