



Working together with our community

Tourism and Economic Development Advisory Committee

April 21, 2021
5 p.m.
Digital Meeting

Present: Wanda Heimbucker, Kristine Carey, Michelle Kloepfer, Chris Van Paassen, Sara VanWynsberghe, Alexis Oliveira, Nick Kinkle, Jerry O'Connell, Helene, Cindy Vanderstar, Toni Wells

Also Present: Teresa Olsen, Zvi Lifshiz, Chris Garwood, Jacob Robinson

Ceremonial Activities (item 1)

Changes to the Agenda (item 2)

- A) 7.1 Culture Group/Committee Establishment
- B) 7.2 General Ec. Dev. Update
- C) 7.3 Regional Relief & Recovery Fund
- D) 7.4 CED 101

Disclosure of Pecuniary Interest (Item 3)

Presentations (item 4)

A) Rick Levick, Amanda Houze and Sandy Jukes - Long Point World Biosphere Reserve Foundation
Re: LPWBRF Developments

Amanda Houze: Presented on Long Point Biosphere reserve. The discussion included, but was not limited to: Amazing Places, Signage, Sustainable Tourism Ambassador Award, Concerns expressed about tourism during a grey lockdown and maintaining COVID protocols. Some concern about litter, is anything being done about Lynn Valley Trail undergrowth? It is becoming a fire hazard. Zvi provided an update on Norfolk's Tourism and brand strategies. COVID has reintroduced nature to the world again; diversity of tourism strategy is important, consideration of a "go-fund me like page" to collect donations for Lynn Valley Trail and Biosphere on the app/website. **Received as information.**

Approval of Meeting Minutes (item 6)

TEDAB Minutes – March 17, 2021

The Tourism and Economic Development Advisory Board meeting minutes of March 17, 2021, having been circulated and no errors or omissions noted, were declared as adopted.

Communications (Item 7)

A) Positive PR Campaign

Update provided on the positive PR Campaign. IT was suggested the new Communications Director should be invited to a future meeting (Jacob to provide an invite once the person is in place/consult with Zvi). Committee would like to see the PR Campaign incorporated with Norfolk's messaging.

Zvi indicated that the Committee's terms of reference will be reviewed in the future and noted that all recommendations from this Committee must be provided to and approved by Council as this is an advisory committee.

B) Economic Recovery Task Force Update

Buy Norfolk: sub-committee has met once; hired digital platform coordinator funded by a grant. Shop Norfolk/Visit Norfolk apps. Update on Patio report that went to Council last week to make the patio application process simpler and streamline process as well as reduce fees in 2021.

Recover Norfolk: 4 grants program under this. 1 meeting has been held. Building out grants framework and hoping to have things come forward in May.

Build Norfolk: growth & entrepreneurship; applied for grant funding for a 1 year period to fund a pilot project for an entrepreneurship innovation centre.

Innovate Norfolk: technology & innovation to support business through COVID

Feedback on the update from members:

- who is on and who is not on the Shop Norfolk website?
- Shop local is important, co-links for SEO results, cross-linking of websites will increase impact
- What is address to upload business info to this site?
- Shopmytown.ca – Norfolk is an option to click

C) TEDAB Action Items

Jacob will compile the TEDAB Skills Assessments and present them at next month's meeting.

Other Business (item 8)

A) Cultural Committee

Zvi is looking to create a group focused on Arts and Culture to help further promote tourism and assist people and groups hit hard by the COVID-19 pandemic. This could be a group that organizes a music festival and tourism gathering in the near future. The Board discussed people in the area that would be good resources to contact.

B) Regional Relief

Kristine updated the Board on the project, local businesses have received \$2.2M in loans to help them pivot during the COVID-19 pandemic courtesy the Regional Relief and Recovery Fund. Additional funding may be available in the near future

C) CED 101

Nick provided an update on Community Economic Development. Topics discussed included, but were not limited to, infrastructure, workforce development, research and marketing, investment attraction, business development and policy and legislation, community revitalization, entrepreneurship and small business.

Adjournment (Item 9) – 7:05 p.m.

Contact Information

Jacob Robinson, Committee Coordinator

Jacob.Robinson@norfolkcounty.ca

