



Working together with our community

**Tourism and Economic
Development Advisory Board**
The Corporation of Norfolk County

Wednesday February 24, 2021 5
p.m.

Microsoft Teams

Present: Michael Bollert, Chantal Zorad, Sara VanWynsberghe, Jerry O'Connell, Wanda Heimbecker, Laura Gibson, Alexis Oliveira, Antoinette Wells, Nick Kinkel

Absent with Regrets: Ryan Taylor, Kristine Carey, Cindy Vanderstar

Others attending: Jacob Robinson, Chris Garwood, Zvi Lifshiz

1. **Ceremonial Activities**

A) Welcome newcomers Antoinette Wells, Helene Larochelle, Michael Bollert, Jerry O'Connell, Sara VanWynsberghe, Alexis Fernandes-Oliveira.

2. **Approval of Agenda/Changes to the Agenda**

3. **Disclosure of Pecuniary Interest**

4. **Presentations**

5. **Approval of Meeting Minutes**

A) TEDAB Minutes – Dec. 21, 2020

The TEDAB meeting minutes of Dec, 21, 2020, having been circulated and no errors or omissions noted, were declared as adopted.

6. **Communications**

A) Chair Election

W. Heimbecker nominates for chair by M. Kloepfer, accepted. C. Zorad nominates M. Kloepfer for vice chair, accepted.

Carried.

B) Press Release (Wanda/Cindy/Kristine)

Wanda and Jacob provided an update on the project, urged members to take part and took suggestions from the group. Members will partner with Zvi in helping compile the information. Group will work towards creating an information sharing system be it email, Microsoft Teams or another avenue. **Received as information.**

C) RED Support Funding (Zvi)

Zvi provided an update on a startup cohort project that will be debuting in Norfolk County in the near future and took questions from the board. The discussion also contained, but was not limited to, different businesses being targeted, the funding portion and a possible start date, how TEDAB can help. **Received as information.**

D) Economic Recovery Plan Subcommittees (Zvi)

Zvi provided background on the NC Economic Recovery Task Force and the grant program, with 2 sections of the plan that are being progressed as a priority (the BUY Norfolk and RECOVER Norfolk parts of the plan). Buy Norfolk is all about increasing revenues/sales for local small businesses (including an online digital marketplace and a digital tourism app), while RECOVER Norfolk is focused on grant programs aimed at industries that are heavily impacted by the effects of COVID-19. The taskforce is looking to establish a subcommittee for BUY Norfolk and separately for RECOVER Norfolk, and TEDAB members were asked to be part of one of those subcommittees. **Received as information.**

E) Future Meeting Times

(O'Connell/Kloepfer)

THAT TEDAB meets on the third Wednesday of the month at 5 p.m.

Carried.

F) AODA Forms (Jacob)

Jacob reminded members to submit their AODA forms if they haven't already. **Received as information.**

7. **Other Business**

New Branding Strategy (Zvi)

Zvi updated members on the new tourism brand strategy, when the strategy goes to council, how TEDAB can support, where it goes from here and took comments from the board. **Received as information.**

8. **Adjournment 6:23p.m.**

9. **Next Meeting – March 17, 2021 at 5 p.m.**

Contact Information

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