



Working together with our community

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

May 19, 2021

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Present: Wanda Heimbecker, Chris Van Paassen, Laura Gibson, Antoinette Wells, Sara Van Wynsberghe, Jerry O'Connell, Helene LaRochelle, Cindy Vanderstar, Michelle Kloepfer, Kristine Carey,

Regrets: Alexis Oliveira, Michael Bollert

Also Present: Jacob Robinson, Chris Garwood, Zvi Lifshiz, Nick Kinkel

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**Ceremonial Activities (Item 1)**

**Changes to the Agenda (Item 2)**

A) PD 13

Cindy noted that Port Dover could be a busy place for Friday the 13<sup>th</sup> this summer and this means an opportunity for local businesses but also a safety issue. Councillor Van Paassen provided an update from council discussions.

B) Contact Sheets

Michelle will put together a document containing contacts for all Board members.

**Disclosure of Pecuniary Interest (Item 3)**

**Presentations (Item 4)**

**Approval of Meeting Minutes (Item 5)**

A) TEDAB April 21, 2021

The TEDAB meeting minutes of April 21, 2021, having been circulated and no errors or omissions noted, were declared as adopted.

## **Communications (Item 6)**

### A) Skills Assessments (Attached)

The assessments have all been submitted. Jerry will consolidate and present the results at the next meeting. **Received as information.**

### B) Project Microphone

Zvi outlined his this new county projects and how it will help re-build and host various cultural events and concert series throughout the year. Tickets can be bundled to further promote stay-and-play packages and further promote the county and took questions/suggestions from the Board. The framework was recently presented to council and Zvi and his team will report back to council in the coming months. 2022 will be a smaller version. **Received as information.**

### C) New Council Representative

Councillor Van Paassen will continue as the TEDAB Council representative in place of Councillor Taylor.

### D) Ec Dev Project Update

Zvi provided an update on the Economic Recovery Plan and took questions from the Board. Topics included, but were not limited to, entrepreneurship centre, labour sharing group, grant programs, tourism brand strategy, project microphone, industrial development.

## **Other Business (Item 7)**

### A) Invitation to July meeting will be extended to New Comms Director Kyra Hayes

Jacob will extend an invite for that meeting.

### B) Tanya Van Rooy from Culture Rodeo will be invited to the June meeting

Jacob will extend an invite for the June meeting.

### C) AAB Invite

Jacob will extend an invite to AAB Chair Dusty Zamecnik for an update on Board happenings

### D) Sector Briefings

The Board will look to invite sector leaders to future meetings to provide on update

on their status and happenings. Board members will be welcome to reach out to their peers to secure speakers.

**Adjournment (Item 9) – 6:54 p.m.**

Next meeting - June 16

### **Contact Information**

Jacob Robinson, Committee Coordinator

[Jacob.Robinson@norfolkcounty.ca](mailto:Jacob.Robinson@norfolkcounty.ca)