



# **City of Brockville**

## **Economic Development, Recreation & Tourism Committee Meeting Minutes**

**7:00 PM - Tuesday, February 4, 2020**  
City Hall, Council Chambers

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The Economic Development, Recreation & Tourism Committee meeting was called to order on Tuesday, February 4, 2020, at 7:00 PM, in the City Hall, Council Chambers, with the following present:

<b>Members Present:</b>	Councillor Jane Fullarton, Member Jessica Barabash, Member Tony Barnes, Councillor Matt Wren, and Mayor Jason Baker
<b>Regrets:</b>	Nil.
<b>Others:</b>	Councillor Nathalie Lavergne
<b>Staff:</b>	Conal Cosgrove, Director of Operations, Janette Loveys, City Manager, Lynn Murray, Deputy City Clerk, and Robert Nolan, Director of Economic Development

1. **CHAIR'S REMARKS**

2. **DISCLOSURE OF INTEREST**  
Nil.

3. **DELEGATIONS AND PRESENTATIONS**

1. Kyle Johnston, Officer Cadet  
Brockville Rifles, Unit Attractions Office

K. Johnston provided a review of the Brockville Rifles new attractions and recruiting plan to the Committee. K. Johnston noted that they intend to get out in the community more so people can find out more about who they are. He announced that on February 13th at 7 pm the Brockville Rifles and the Brockville Police will play a friendly game of hockey as part of the kickoff to the Winter Classic Weekend.

2. Brockville and District Chamber of Commerce  
Pat Markovich, Board Chair

P. Markovich spoke on behalf of the Chamber regarding this evenings Report Numbers 2020-23, 2020-24 and 2020-25. P. Markovich outlined areas where the Chamber feels the reports lacks content.

There was a discussion surrounding the idea of separating tourism services and marketing.

4. **CORRESPONDENCE & COMMUNICATIONS**

Nil.

5. **REPORTS FROM BOARDS AND COMMITTEES**

Nil.

6. **STAFF REPORTS**

1. 2020-26  
Contracts 2019-14, 2019-15,  
2019-16 and 2019-17  
Grass Cutting and Trimming

Moved by: Member Barnes

THAT Pro-stripe Traffic Lines be awarded Contracts 2019-014, 2019-015, 2019-016 and 2019-17 for 2020 and 2021 grass cutting and trimming at various City locations in the total amount of \$304,375.37 (three hundred and four thousand and three hundred seventy-five dollars and thirty-seven cents) plus HST for a net cost of \$309,732.38.

**For:** Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren, and Mayor Baker

**CARRIED 5-0 on a recorded vote**

2. 2020-018  
Rotary Park - P and G Pavilion  
Project Update

Moved by: Member Barabash

THAT the Rotary Park P and G Pavilion Update report be received for information.

**For:** Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren, and Mayor Baker

**CARRIED 5-0 on a recorded vote**

3. 2020-023  
2019 Municipal Accommodation Tax

Moved by: Mayor Baker

THAT Council receive this report for information purposes.

**For:** Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren, and Mayor Baker

**CARRIED 5-0 on a recorded vote**

4. 2020-024  
Tourism Services Contract - Deliverables and RFP

Moved by: Councillor Wren

THAT Council approve the recommended deliverables for a Tourism Services contract as described in Attachment A; and,

THAT Council approve the recommended terms for the Tourism Services Contract as outlined under Financial Considerations.

**For:**

**Against:** Councillor Fullarton, Councillor Wren, Member Barabash, Member Barnes, and Mayor Baker

**DEFEATED 0-5 on a recorded vote**

Mayor J. Baker stated that there will need to be synergy between two contract recipients to ensure similar branding. J. Loveys indicated that this would be included in the contract.

J. Loveys indicated that staff are seeking feedback on the deliverables listed on Attachment A.

Councillor M. Wren asked staff to comment on the difference between the two contracts. J. Loveys responded that due to the criteria around MAT funds specific to Marketing, they have broken marketing out into its own contract.

Councillor J. Fullarton indicated that there are a lot of deliverables mentioned but not quantified.

Moved by: Mayor Baker

THAT Staff report back to the Committee in March with an RFP option with a 5-year contract with an annual upset dollar limit and specific contract measurables.

**For:** Councillor Fullarton, Member Barabash, Member Barnes, Councillor Wren, and Mayor Baker

**CARRIED 5-0 on a recorded vote**

5. 2020-025  
Tourism Marketing and Promotion Services -  
Contract Deliverables and RFP

Moved by: Councillor Wren

THAT Council approve the recommended deliverables for a Tourism Marketing and Promotion Services contract as described in Attachment A; and,

THAT Council authorize staff to issue an RFP to solicit innovative proposals to test the market.

**CARRIED, AS AMENDED ON A LATER VOTE**

Councillor J. Fullarton asked what the rationale was to have marketing separated out. R. Nolan replied that the MAT funds are new and must be used for marketing this is what's different from the contract we have had for the last number of years.

Motion to Amend

Moved by: Member Barnes

THAT Council authorize staff to issue an RFP to solicit innovative proposals to test the market using the suggested deliverables.

**For:** Councillor Fullarton, Member Barnes, Member Barabash, Councillor Wren, and Mayor Baker

**CARRIED 5-0 on a recorded vote**

*The vote on the original motion, as amended, was not taken and the motion, as amended, was carried.*

Amended Motion

Moved by: Member Barnes

THAT Council authorize staff to issue an RFP to solicit innovative proposals to test the market using the suggested deliverables.

**For:** Councillor Fullarton, Member Barnes, Member Barabash, Councillor Wren, and Mayor Baker

**CARRIED 5-0 on a recorded vote**

**7. NEW BUSINESS FROM COMMITTEE MEMBERS**

Nil.

**8. EDRTC - CONSENT AGENDA**

Moved by: Councillor Wren

THAT the following items as recommended by the Economic Development, Recreation and Tourism Committee be placed on the Consent Agenda:

1. 2020-26  
Contracts 2019-14, 2019-15, 2019-16 and 2019-17  
Grass Cutting and Trimming
2. 2020-018  
Rotary Park - P and G Pavilion Project Update
3. 2020-023  
2019 Municipal Accommodation Tax

**CARRIED**

**9. MEDIA QUESTION PERIOD**

10. **ADJOURNMENT**

Moved by: Mayor Baker

THAT the Economic Development, Recreation and Tourism Committee adjourn its meeting until the next regular meeting scheduled for March 3, 2020.

**CARRIED**

*The meeting adjourned at 9:25 pm.*