

TOWN OF HAMPTON

ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

MINUTES OF MEETING: July 20, 2021

In Attendance: Councillor Todd Beach John Simon Chris Rendell
Joshua Adams Michel Boudreau

Staff: Chris White – Economic Dev & Tourism
Richard Malone - CAO

Regrets:

1. **Call to Order:** Josh Adams called the meeting to order at 6:30 pm.
2. **Approval of Agenda:** It was moved by Chris R, seconded by Todd to approve the agenda as circulated. Motion carried.
3. **Conflict of Interest:** Call for anyone to declare a conflict of interest on any agenda item. None declared.
4. **Approval of Previous Minutes:** It was moved by John, seconded by Chris R. to approve the minutes of June 15, 2021. Motion carried.
5. **Business Arising from the Minutes:**
 - a. **ENVISION Saint John:** Richard reported delivery of the Strategic Plan has been extended until September. Board Governance training sessions underway. New tourism video for the region featuring Tomato / Tomato released Monday. Positive feedback.
 - b. **Content Creation:** Chris W shared that filming completing on Friday with Lupine Market, Gridiron, Hampton Brewing and Ole' Foggy Distillery as well as some town shots.
 - c. **Community of Quilts event** very positive for area retailers and restaurants.
6. **New Business:**
 - a. Hampton Demographic Data – Chris reviewed some of the data from the DMS Consulting firm. Group discussed the need to grow the youth / young adult demographic. Possible areas to investigate: walkability scores for the town; need for crosswalk and access paths from William Bell Drive. Richard mentioned the Environmental Committee is working on study of wetlands and greenspaces.
 - b. Canada Community Revitalization Fund – Chris W working on proposal
 - c. Canada Tourism Relief Fund – Chris W received info on this new application from Federal government. Will review and share content with area operators / businesses.
 - d. Signage – some businesses interested in being included in the new signage program. May be too hard to administer for outside organizations. Chris W and Richard to discuss with businesses.
7. **Reports:**
 - a. **Planning & Development Update:**
 - i. Richard submitted Planning report. June slower month than same time last year but increased value.

- b. **Chamber of Commerce Report:**
 - i. John reported membership at 85 members. Shop Local campaign well received – 29 participating businesses. Golf Tournament has 14 teams registered.
 - c. **Tourism Sub-committee update:**
 - i. Investigating waterside signage for Randall Park.
 - ii. Content creation grant funds received and images underway.
 - d. **Adoption of Reports:** Moved by Todd, seconded by John to accept the above reports.
8. **Correspondence:**
 - a. None.
9. **Next Meeting:** Scheduled for Tuesday, August 17, 2021, at 6:30 pm.
10. **Adjournment:** Todd motioned the meeting to adjourn at 7:50 pm.

Approved:

Josh Adams, Chair

Chris White, Staff Representative