



COMMITTEE MINUTES

**NOVEMBER 10TH, 2025, 6:15PM
CARNEGIE ARTS & VISITORS CENTER**

A. CALL TO ORDER

Tony Gaffan called the Meeting to order at 6:15pm with the following Members in attendance:

MEMBERS OF BIA BOARD:

Tony Gaffan – Vice-Chair
Amanda Everaert
Roberta Weston
Heather Brown
Councillor Sheri Lowrie
Maria Edwards

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

TOWN LIASON:

Tara Hewitt

ABSENT:

Jason Martin – Chair
Abby Jakob
Delilah Carreira

GUESTS:

1. NONE

B. LAND ACKNOWLEDGEMENT

Councillor Lowrie read the Land Acknowledgement.

C. DISCLOSURE OF PECUNIARY INTEREST

Tony Gaffan reminded the Committee that any declaration is to be made prior to each item being discussed and to identify the nature of the conflict, if any, as the agenda items come forward.

Maria declared Pecuniary Interest regarding item E. AMENDMENTS TO THE AGENDA, 2. FACELIFT GRANT – New Designs.

D. PRESENTATIONS/DELEGATIONS

1. NONE



COMMITTEE MINUTES

E. AMENDMENTS TO THE AGENDA

1. Associate Member Email
2. Facelift Grant – New Designs

F. ADOPTION OF ACCOUNTS

BIA General Manager (GM) presented the budget from SEPTEMBER 2025.

BIA-631-2025 Moved to receive the accounts ending September 2025 by Heather Brown and seconded by Roberta Weston.

CARRIED

G. STAFF REPORTS

BIA General Manager (GM) presented highlights from her report, incorporating the key elements of the KBIA Strategic Plan.

HIGHLIGHTS:

- Attended the Main 47 Beauty Oasis ribbon cutting.
- Met with Harsh, the new owner of Wing Boyz.
- Meet with Susan, the new owner of WILLABEE's Style
- Had a call with Shaun regarding the flower program and the BIA's garland requirements.
- Met with Gary regarding the holiday décor and mum removal.
- Meet with Brandon regarding Economic Development within the BIA district.
- MMM is all set for Thursday, December 4th at the Legion in collaboration with the Kingsville Military Museum.
- Social Media Seminar: We had 3 non-members pay. Wayne from SBEC presented. Apps were provided by Vernon's. We had 17 people attend. The GM will look into advocating for the Digital Media program or a similar program.
- Christmas at the Carnegie: Wrote a letter to the Kingsville Optimist and received a very generous donation in support of our event. \$1760. The Town is sponsoring us for \$500. Purchased popcorn for the event. Ask will be providing hot chocolate and bagging the popcorn. Signed contract and sent deposit for the digital hockey shoot out game. Confirmed tent from WFCU and the 360-degree photo op. from DelFrescoPure. Created a Fire Evacuation plan for the WFCU for the Town of Kingsville Fire Department. Booked a DJ and confirmed the Sweet Adelines will be performing. Roberta has volunteered to assist with the event.
- Confirmed the use of the Carnegie with the Town.

- Small Business Week – October 19th – 25th: Essex, Tilbury, Tecumseh & Walkerville participated. Gave away a basket worth \$300+ on social media during the week. Samantha from Essex was our winner. New followers during our promotion: Facebook = 74, Instagram = 72. We were stuck under 5000 followers on Facebook, but this promotion pushed us over that mark!
- Trick or Treat Kingsville – October 25th – 11am – 1pm: The event was a great success. Halloween music was played on the sound system from 10am – 2pm for the event. Received feedback regarding the event from businesses and the community. Businesses reported 600-700 children this day. Added construction signage helped with traffic. There was no sidewalk in front of Ernie's, the week before the event but Tara assisted in making this happen. The GM will be sending out thank you letters to the following collaborators: ASK, DeIFrescoPure, & the Town of Kingsville. We were featured in the Southpoint Sun.
- TapCanadian2Win – November 3rd – December 14th. Created newsletter emails to assist business owners with the promotion. Created & posted on social media regarding the promotion. Distributed material to over 90 businesses & posted in the newsletter for businesses to reach out if they were missed and want to participate.
- BIA Dollars – November 13th – RBC: Picked up the printed 2025-2026 BIA dollars. Created an area on the website where a list of businesses accepting the BIA dollars could be found by scanning the QR code on the BIA dollars. Created list of businesses accepting the dollars for RBC to distribute and to post on social media.
- Our overall performance of our Facebook & Instagram has increased over the last month due to our Small Business Collaboration and posting of events such as Christmas at the Carnegie, Trick or Treat Kingsville and TapCanadian2Win promotion. Our Facebook views were up 30%, interactions by 93%, visits by 251% and follows by 680% (177 new followers). Our Instagram views were up 72%, interactions by 568%, reach by 207% and follows by 256% (114 new followers).

BIA-632-2025

Motion to receive the General Manager report by Heather Brown, seconded by Maria Edwards.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. Halloween Feedback – Beth Riddiford – My Cousin's Closet
 - The Board reviewed a email from Beth stating she is not in favour of closing the streets for the Trick or Treat Kingsville event.

I. MINUTES OF THE PREVIOUS MEETING



COMMITTEE MINUTES

BIA-633-2025 Motion to receive the minutes by Roberta Weston, seconded by Amanda Evereart.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. FACELIFT GRANTS – GPAR & KOI SUSHI

GPAR – They have submitted all required documents and are seeking \$107.83 of their sign replacement to be covered by the BIA Facelift Grant.

BIA-634-2025 Motion to award GPAR \$107.83 from the Facelift Grant for their sign replacement by Heather Brown, seconded by Maria Edwards.

CARRIED

KOI SUSHI – They did an extensive upgrade to the front of their building and are seeking \$1,000 from the BIA Facelift Grant.

BIA-635-2025 Motion to award Koi Sushi \$1,000 from the Facelift Grant to enhance the front of their business by Roberta Weston, seconded by Amanda Evereart.

CARRIED

2. HALLOWEEN REVIEW

- Suggestions for next year include:
 - Changing the end time of 12:30pm
 - Advertising a direction for people to travel to try and help with the congestion.
 - Encourage partnerships to assist with some of the costs for the businesses.
 - Reach out to the Lutheran Church to see if they'd like to be located at the Carnegie.
 - Try to secure some crossing guards.
 - Approach the high school to see if we can get some volunteers, Heather Brown, to assist.
 - Invite the Fire Department to place a truck at the Carnegie.

3. FALL INTO DÉCOR WINNER

- Jim's Sub Shop was once again the winner of a \$200 gift card for our Fall into Décor Contest. Glow Tanning & Light Spa also sent in pictures of their decorations and will be awarded a gift card as well.

BIA-636-2025 Motion to award Jim's Sub Shop with a \$200 gift card and Glow Tan & Light Spa a \$25 EDDK gift card by Roberta Weston, seconded by Amanda Evereart.

CARRIED

4. MEETING DATE DECEMBER

- Due to lack of quorum the December 9th, 2025, meeting will be cancelled. The General Manager will send any updates via email to keep the Board aware of what is happening between our current meeting and our next meeting on January 13th, 2026.

BIA-637-2025 Motion to have the General Manager send an email with any relevant events between November 10th, 2025, and the January 13th, 2026, meeting by Sheri Lowrie, seconded by Roberta Weston/

CARRIED

5. CHRISTMAS DÉCOR UPDATE

- Mums were taken out on Friday, November 7th, 2025. All planters except the 8 at the 4-corners were also removed.
- Anna's is going to do the winter greens in the planters and clock area this Thursday.
- Amanda, Maria & Jodie will attend Anna's tomorrow at 9:30am to view the greens before they put them out.
- The General Manager has been directed to spend an additional \$200-\$300 more on the planters if necessary.
- Town dropped off 8 empty inserts to Anna's on the 6th.
- Shaun ordered 8 garlands with lights for 4 poles (2 linked garland per pole). They arrived here today for us to fluff.
- Town also delivered the 8 garlands, from our storage unit, that was used at the 4-corners last year that do not have lights on them, but they have bows on them and decorations weaved through them to fluff prior to installation.

- All 8 pieces (4 new with lights & 4 non-light ones from last year) will be placed on the 8 poles at the 4-corners.
- Note: Bows must be at the top of all garlands on all 8 garlands.
- At the Carnegie by the 15th - truck, frosty, x2 soldiers (with spotlights on them) and the tree lit (the lights are still on the tree). There is power in the ground that we cover with the truck
- At the clock - 2 X red ornaments, plus the JOY sign
- New lights have been purchased for the 2 small trees to match the other light's colour. All other non-lite garlands will be located in the same places as last year.

BIA-638-2025 Motion to purchase a \$250 gift card for the Town of Kingsville team as a thank you for their diligent work on installing the BIA Christmas décor within the tight deadlines, by Roberta Weston, seconded by Sheri Lowrie.

CARRIED

6. AGM RENTAL COST

- Pelee Island Banquet hall is doubling in cost. A discussion was held regarding whether to remain at this location or if there was another suitable location within the district.

BIA-639-2025 Motion to remain at Pelee Island Banquet Hall for our AGM but inquire if they would be able to decrease the fee at all, by Heather Brown, seconded by Maria Edwards.

CARRIED

AMMENDMENTS TO AGENDA

1. NEW ASSOCIATE MEMBERSHIP REQUEST

- A business reached out regarding our Associate Member program and indicated that they ran 2 businesses out of their home and asked if they would be required to pay 2 separate membership fees.

BIA-640-2025 Motion to charge the Associate Membership per business regardless of location, by Maria Edwards, seconded by Roberta Weston.

CARRIED

2. FACELIFT GRANT – NEW DESIGNS

- New Designs completed improvements to the front of their business and is requesting \$1,000 each under the business and building owner, from our Facelift Grant.

BIA-641-2025 Motion to award New Designs \$1,000 from the Facelift Grant for their façade improvements and \$1,000 to Darl Edwards as the building owner, by Roberta Weston, seconded by Heather Brown.

CARRIED

3. SIGN BYLAW

- Members of the Board noted that there are several lawn signs popping up within the district. The recommendation was to educate the members by posting the bylaw in an upcoming newsletter.

BIA-642-2025 Motion to educate about portable lawn sign bylaw to the membership via the newsletter, by Heather Brown, seconded by Roberta Weston.

CARRIED

BIA-643-2025 Motion to extend the meeting by 15 minutes, by Heather Brown, seconded by Maria Edwards.

CARRIED

K. OTHER REPORTS

1. FINANCIAL COMMITTEE – Delilah & Tony

- Need someone to attend the Town of Kingsville Financial meeting on December 10th at approximately 2-3pm. General Manager to reach out to Delilah to see if she can attend. If not Jason and Roberta will be available as back-up.

2. BEAUTIFICATION COMMITTEE UPDATE– Maria & Amanda

- The Board helped fluff the new lite garland during the meeting.

3. PROMOTIONS COMMITTEE UPDATE – Jason & Abby.

- No Report

4. PERSONNEL COMMITTEE – Roberta & Heather

- No Report

5. COUNCIL REPRESENTATIVE – Sheri Lowrie

- Council news relevant to the BIA - October 14 - November 10
 - Fire Master Plan presented to council
 - Approved 2026 meeting schedule
 - Attended social media seminar
 - Passed a Fence & Grass Height Bylaw
 - New fire truck approved
 - Water rescue has been discontinued

6. TOWN LIASON – Tara Hewitt

- Tara attended a Tourism summit, therefore was unable to attend our Social Media Seminar.
- The Town Facebook page is getting some good traction.
- Tara noted the days/times for the Fantasy of Lights Christmas train.
- The Town had the Santa mailbox rewrapped that is located at the front of the Carnegie.

L. NEXT MEETING DATE

- Tuesday, January 13th, 2026.

M. ADJOURNMENT

- Meeting adjourned at 8:27pm.

BIA-644-2025 Motioned to adjourn by Heather Brown, seconded by Sheri Lowrie.

CARRIED

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

RECORDING SECRETARY, Jodie McIntyre