



# COMMITTEE MINUTES

FEBRUARY 10TH, 2026, 6:15PM  
CARNEGIE ARTS & VISITORS CENTER

## A. CALL TO ORDER

Tony Gaffan called the Meeting to order at 6:16pm with the following Members in attendance:

### MEMBERS OF BIA BOARD:

Tony Gaffan – Vice Chair  
Abby Jakob - Late  
Delilah Carreira  
Amanda Everaert - Late  
Maria Edwards  
Heather Brown

### MEMBERS OF ADMINISTRATION:

Jodie McIntyre

### TOWN LIASON:

Tara Hewitt

### ABSENT:

Councillor Sheri Lowrie  
Roberta Weston - Chair

### GUESTS:

1. NONE

## B. CLOSED SESSION

**BIA-655-2026** Motion that the Board enter Closed Session at 6:15 pm pursuant to Section 239 of the Municipal Act, 2001, by Heather Brown, seconded by Maria Edwards, to discuss the following item:

**CARRIED**

**Item I – Legal Advice Regarding BIA Programming** to be heard under Section 239(2)(f), being advice that is subject to solicitor-client privilege, including communications necessary for that purpose.

**BIA-656-2026** Motion that the Board rise from Closed Session at 6:29pm, by Abby Jakob, seconded by Delilah Carreira.

**CARRIED**

## C. LAND ACKNOWLEDGEMENT

## D. DISCLOSURE OF PECUNIARY INTEREST



# COMMITTEE MINUTES

1. NONE.

## E. PRESENTATIONS/DELEGATIONS

1. NONE.

## F. AMENDMENTS TO THE AGENDA

1. NONE.

## G. ADOPTION OF ACCOUNTS

**BIA-657-2026** Motion to refund Ernie's TV due to double payment in 2025, from the KBIA Libro bank account by Abby Jakob and seconded by Heather Brown.

**CARRIED**

**BIA-658-2026** Motion to receive the accounts ending December 2025 by Heather Brown and seconded by Abby Jakob.

**CARRIED**

## H. STAFF REPORTS

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

### HIGHLIGHTS:

- LUNAS MI TIENDITA – Money exchange and small grocery store carrying Latin products. Opened Feb 1st
- Attended the Leamington Chamber's AI Essentials on January 22<sup>nd</sup>.
- BLUE MONDAY – January 20th Giveaway – Social Media Giveaway - Stef Stanton was our winner of \$200 in BIA Dollars. Interactions were good, visits were up but new followers weren't as high as expected.
- VALENTINE'S DAY – SOCIAL MEDIA GIVEAWAY – February 11<sup>th</sup> with a teaser released in February
- Love Local Promotion – 2026 – GM meeting with Shop Local 2 Win on final details.
- PROMOTIONAL COMMITTEE - Sheri Lowrie has stepped up and volunteered to be a part of the committee, in lieu of Jason Martin's resignation.

- BIA Dollar Update – 77.7% of the dollars have been redeemed with Fitness & Activities at 36% of the redemption. Push on social media to remind public to redeem their BIA dollars.
- Best of Windsor/Essex – TWEPI – Despite a push on social media for votes for Kingsville BIA as the Best Shopping District, we did not make the final top 7. The need for a stronger push to vote for 2027 was noted.
- Board discussed potential Board member to replace Jason Martin.
- GM to review Municipal Act regarding elections during term and at end of term for BIA Board members.
- Facebook & Instagram has not had a lot of activity, but followers have increased in the last 28 days.
- The BIA GM & Delilah Carriera met with the Town to begin dialogue regarding collection of the levy.

**BIA-659-2026** Motion to request the Town of Kingsville to revise the BIA levy methodology so that levy revenue generated from new assessment growth, including newly constructed or newly assessed properties within the BIA boundary is added to the existing BIA levy, rather than redistributed across existing levy-paying properties, by Amanda Evereart and seconded by Maria Edwards.

**CARRIED**

**BIA-660-2026** Motion to remove Jason Martin from the KBIA Libro bank account and add Delilah Carreira by Abby Jakob and seconded by Heather Brown.

**CARRIED**

**I. BUSINESS/CORRESPONDENCE – ACTION REQUIRED**

1. NONE

**J. MINUTES OF THE PREVIOUS MEETING**

**BIA-661-2026** Motion to receive the minutes from January 13<sup>th</sup>, by Maria Edwards, seconded by Heather Brown.

**CARRIED**

**K. NEW AND UNFINISHED BUSINESS**

1. BUDGET 2025

- Revenue - Reviewed receiving less from the Town due to not spending the estimated budget amount for Beautification and the Misc revenue GL and the success of the Associate Membership revenue.
- Expenses – Reviewed deficit GLs including contracted services, benefits, AGM & Maintenance.
- Reserves – Used for Shop Local 2 Win campaign, website revamp, and other overages (sound system repairs etc.).
- With an anticipated -\$9,306 deficit at the end of 2025 with unforeseen expenses, additional promotions, website redesigned minus reserves, the overage will be approximately -\$812.

## 2. KINGSVILLE NEIGHBOUR MAGAZINE DISCUSSION

- Discussion was tabled due to additional information that will be provided to the BIA regarding advertising costs and packages for the Kingsville Neighbours Magazine.

## 3. AGM UPDATE

- Current budget update was provided.
- List of participants for the swag bag was presented.
- Discussion of questions to ask the membership at the AGM was discussed.
- It was noted that a Q1 MMM was not required due to the attendance at the AGM.

## L. AMENDMENTS TO THE AGENDA

1. NONE.

## M. OTHER REPORTS

1. **FINANCIAL COMMITTEE** – Delilah & Tony
  - No Report
2. **BEAUTIFICATION COMMITTEE UPDATE**– Maria & Amanda
  - No Report
3. **PROMOTIONS COMMITTEE UPDATE** – Abby & Sheri
  - No Report
4. **PERSONNEL COMMITTEE** – Heather

- No Report

5. **COUNCIL REPRESENTATIVE** – Tony Gaffan (in Counselor Lowrie’s absence)

- The Town of Kingsville put in a bid for the KDHS property.
- Council approved Canada Day, Reconciliation Walk Day, Block Party days (July 18<sup>th</sup> & August 15<sup>th</sup>).
- A Buskers Festival was approved for September 11<sup>th</sup> (3pm-10pm) & September 12<sup>th</sup> (9am – 10pm).

6. **TOWN LIASON** – Tara Hewitt

- A new employee will be starting soon to help Tara.
- Focus will be on the Tourism website.
- The Town has placed an ad with TWEPI and KBIA was mentioned as a key stakeholder by the Town.
- Tara is still reviewing the KBIA Carnegie lease regarding allowing non-profit space to other parties.
- Looking at some pre-cinema videos for Kingsville in theatres and review Prime/Netflix advertising.

**N. NEXT MEETING DATE**

- Tuesday, February 24<sup>th</sup>, 2026, 6:30pm – AGM
- Tuesday, March 10<sup>th</sup>, 2026, 6:15pm – Regular Monthly Meeting.

**O. ADJOURNMENT**

- Meeting adjourned at 25pm.

**BIA-662-2026** Motion to adjourn, by Abby Jakob, seconded by Maria Edwards.

**CARRIED**

*Tony Gaffan*  
**ACTING CHAIR, Tony Gaffan**

**Jodie McIntyre**  
**RECORDING SECRETARY, Jodie McIntyre**