

JANUARY 13TH, 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 – Acting Chair
Roberta Weston
Delilah Carreira - Late
Amanda Everaert - Late
Maria Edwards
Abby Jakob - Late
Heather Brown

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

TOWN LIASON:

Tara Hewitt

ABSENT:

Councillor Sheri Lowrie

GUESTS:

1. NONE

B. LAND ACKNOWLEDGEMENT

C. DISCLOSURE OF PECUNIARY INTEREST

Delilah declared Pecuniary Interest regarding item E. AMENDMENTS TO THE AGENDA, 2. Shop Local 2 Win Promotion.

D. PRESENTATIONS/DELEGATIONS

1. Kingsville Neighbour Magazine – Stephanie Santos
 - Stephanie presented an opportunity for the Kingsville BIA to be an expert contributor to the Kingsville Neighbour Magazine in a similar capacity as the Essex BIA. It would include writing 4 articles a year and sponsoring an ad for one of our BIA businesses, each month at a cost of \$543.60 per month.
 - The Board will discuss the opportunity at the February 10th meeting.

E. AMENDMENTS TO THE AGENDA

1. ASK – Use of the Carnegie.
2. Shop Local 2 Win Promotion
3. Chair Resignation – Jason Martin

F. ADOPTION OF ACCOUNTS

BIA-647-2026 Moved to receive the accounts ending November 2025 by Roberta Weston and seconded by Amanda Everaert.

CARRIED

G. STAFF REPORTS

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

HIGHLIGHTS:

- Attended Ernie's ribbon cutting, the Small Business & Entrepreneurship Centre's Merry Business Mingle & the Chamber's Jingle & Mingle Holiday Expo.
- Grinch's X-Mas Giveaway – Social Media Giveaway - Our winners Tee Jay & Christine won \$200 in BIA dollars each. New Followers: Facebook – 39, Instagram – 31, 10,064 views& over 800 interactions
- TapCanadian2Win – November 3rd – December 14th Our final entries for the 6 weeks were 3262. Although there was no winner from Kingsville businesses & customers were still engaged. Economic impact based on the survey will be provided in the new year.
- Christmas at the Carnegie – November 15th, 2025 – 3:30pm – 5:30pm. Games provided by Top Shots, DJ Strugzz played & the Sweet Adelines provided Christmas carols just before the parade.
- Christmas at the Corner – December 24th, 2026 – 12:30pm – 1:30pm. Featured in the Southpoint Sun. We purchased candy canes to hand out & recruited a Buddy to join the Grinch for some entertainment.
- Social media followers were up 1,5% (8273) from November 6th – December 6th & up .88% (8346) from December 7th – January 7th.
- Upcoming events include Blue Monday social media BIA dollar giveaway on January 19th & a Valentine's Day social media BIA dollar giveaway on February 11th.

BIA-648-2026 Motion to receive the General Manager report by Heather Brown, seconded by Roberta Weston.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. NONE

I. MINUTES OF THE PREVIOUS MEETING

BIA-649-2026 Motion to receive the minutes from November 10th & December 1st by Amanda Everaert, seconded by Roberta Weston.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. AGM UPDATE – February 24th – Doors: 5:30PM, Meeting: 6:30PM.
 - An update was provided for the AGM including times, format, hall costs, food costs & specifics, door prices, swag bags & entertainment.
 - Maria will provide table clothes & centre pieces Adma Butcher will perform between 5:30pm – 6:30pm and DelFrescoPure will provide vegetables for our swag bags, all within our designated budget.
2. BIA DOLLAR UPDATE
 - BIA dollars sold out in 2 ½ hours on November 13th, 2025.
 - As of January 8th, 73% of BIA dollars have been redeemed.
 - Top 3 redemption classifications: Fitness & Activities – 36%, Home Furnishings & Improvements – 30%, Restaurants – 14%
 - During the sale of BIA dollars RBC identified a reconciliation variance in the amount of \$408. After review & discussion, the Board acknowledged that while the variance was unfortunate, it was determined to be part of the cost of administration of the program. The Board agreed that the BIA would absorb the loss and no further action will be taken.

BIA-650-2026 Motion that the Kingsville BIA accept the reconciliation variance of \$408 identified by RBC in the administration of the Kingsville BIA Dollar program, and that the Kingsville BIA absorb the loss as part of the cost of doing business, by Roberta Weston, seconded by Maria Edwards.

CARRIED

3. TWEPI ADVERTISING OPPORTUNITY

- The BIA has the opportunity to advertise in the TWEPI Visitor Guide.
- Due to the high cost and the fact that the Town of Kingsville & EDDK will be advertising in the guide the BIA has opted out of advertising in the guide as well.

AMENDMENTS TO THE AGENDA

1. ASK – Use of the Carnegie

- Direction from Roberta Weston, seconded by Abby Jakob, to all ASK to utilize the BIA lower level of the Carnegie space once a week as long as it is for non-profit (not paying an instructor but only charging to cover costs), with the understanding that the space must be left as found, ASK is responsible for any damages, if the BIA needs the space they will take priority, the Town of Kingsville agrees to the arrangement and that arrangement can be terminated at any time..

2. Shop Local 2 Win Promotion

- Due to the fantastic success of last year's spring promotion Libro in collaboration with Shop Local 2 Win is providing 8 local BIAs the opportunity to run a similar promotion from May 4th – June 14th, 2026. The cost of the promotion will be less than \$4,000 covering participation fees and printing costs.
- Each week 1 customer and 1 local business will win \$500 each for a total of \$6,000 in community prizes. Shoppers can enter with any receipt of \$10 or more from a local restaurant, retailer, or service provider.
- The KBIA GM has been given direction to speak on behalf of the KBIA, sharing the positive and successful experience the 2025 spring promotion was, with other potentially participating southwestern BIAs.

BIA-651-2026

Motion to participate in the 2026 Shop Local 2 Win promotion at a cost pf less than \$4,500, by Heather Brown, seconded by Abby Jakob.

CARRIED

3. Chair Resignation – Jason Martin

- The Board acknowledged the official resignation of Jason Martin as current Chair.
- Heather Brown nominated Roberta Weston to assume the position of Chair of the BIA Board of Management. No further nominations were brought forward.
- A vote was held, and the Board voted unanimously in favour of appointing Roberta Weston as Chair.

BIA-652-2026 Motion that Roberta Weston be appointed as Chair of the Kingsville BIA Board of Management, effective immediately, following the resignation of the previous Chair, by Heather Brown, seconded by Delilah Carreira.

CARRIED

- Jason will be removed from the BIA bank account and his position on the Promotional Committee will be replaced.
- A \$150 EDDK gift card will be purchased and sent to Jason to thank him for all the years of dedication to the Kingsville BIA.

BIA-653-2026 Motion to extend the meeting by 15 minutes, by Heather Brown, seconded by Delilah Carreira.

CARRIED

K. OTHER REPORTS

1. FINANCIAL COMMITTEE – Delilah & Tony

- No Report

2. BEAUTIFICATION COMMITTEE UPDATE– Maria & Amanda

- Christmas décor. is currently being removed by the Town. The garland from the 8 poles at the 4 corners were delivered to the BIA office to evaluate the replacement of old decorated garland.
- All bows & ribbon need to be reassessed and potentially replaced before décor goes out in November 2026.
- Heather Brown has inquired if the tree at the Carnegie can be decorated next November by the BIA or another collaboration with the Town of Kingsville. The BIA GM will follow up with the request.

3. PROMOTIONS COMMITTEE UPDATE – Jason & Abby.

- No Report

4. PERSONNEL COMMITTEE – Roberta & Heather

- Heather Brown has the HR Policy draft and will review.
- Heather will meet with Jodie in the next week regarding her contract.

5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie

- November 17th Meeting of Council
 - Subdivision agreement for Gardner Estates (near Cindy's), 2026 Fees and Charges were adopted, 2026 Water and Sewage Rates were adopted, Essex County O.P.P. Detachment Board South – suspended any further expenditures until budget allocations are resolved.
 - December 10th Budget Meeting
 - \$2.6 million for road reconstruction and resurfacing, \$1.4 million for bridge replacements and rehabilitations, \$270,000 for sidewalk replacements, \$619,000 in increased contributions to road, bridge, facility, and park and fleet lifecycle reserves to address historical funding deficits, \$1.2 million to replace Engine 122, a key fire response vehicle, \$625,000 to replace the Town's aging street sweeper ("Pig Pen"), 2 current positions that hold budget line items were increased. The Manager of Parks & Facilities has been changed to a Director of Parks & Recreation role and the Communications team will see a change from their part time position into a full-time position. No 'new' positions were added to 2026, The municipal tax increase is 5.9%, which represents an annual increase of \$126.07 on the average home in Kingsville. (Based on MPAC assessment, the average household in Kingsville is assessed at approximately \$250,000 - 2016 assessment rates), 2.1% of the tax increase (or \$44.91 on the average home in Kingsville) is from a \$535,107 increase to the Town's Ontario Provincial Police (OPP) contract related to new, province-wide OPP wage contracts outside of Council's control, The overall tax rate increase, when combined with County and Education rates, will be 4%.
 - December 15th Meeting of Council
 - We have launched a new website (great job and shout out to Tara) and some things are still being populated.
 - January 5th Meeting of Council
 - Council approved the Town of Kingsville's 2040 Accessibility Plan (5 year update)
- Fantasy of Lights Festival & New Years Celebration were wonderful events over the holiday break.

6. **TOWN LIASON** – Tara Hewitt

- Tara distributed the Town Annual Report 2025



COMMITTEE MINUTES

- The new Town website has been launched. & the Tourism site is next.
- Currently interviewing for a full-time communications employee and looking at future tourism opportunities.

L. NEXT MEETING DATE

- Tuesday, February 10th, 2026, 6:15pm.

M. ADJOURNMENT

- Meeting adjourned at 8:45pm.

BIA-654-2026 Motion to adjourn, by Abby Jakob, seconded by Maria Edwards.

CARRIED

Tony Gaffan

ACTING CHAIR, Tony Gaffan

Jodie McIntyre

RECORDING SECRETARY, Jodie McIntyre