



MINUTES

**REGULAR MEETING OF KINGSVILLE BIA
WEDNESDAY, FEBRUARY 12, 2019 AT 6:00 P.M.
Carnegie Arts & Visitor Centre, 28 Division St. S, Kingsville, Ontario**

A. CALL TO ORDER

Beth Riddiford called the Meeting to order at 6:08 pm with the following persons in attendance:

Members of BIA Board: Beth Riddiford, Laura Lucier, Tony Gaffan, Trevor Loop, Izabel Muzzin, Jason Martin, Heather Brown

Regrets: Roberta Weston

Absent:

Guests:

Members of Administration: Christina Bedal

B. DISCLOSURE OF PECUNIARY INTEREST

Beth Riddiford reminded members that any declaration and its general nature is to be made prior to each item being discussed.

C. DELEGATIONS

D. AMENDMENTS TO THE AGENDA

E. DISCLOSURE OF PECUNIARY INTEREST

F. ADOPTION OF ACCOUNTS

BIA Coordinator – Re: BIA Accounts as recorded in the monthly period ending January 2019.

F. STAFF REPORTS

1. **BIA Coordinator Christina Bedal** – Re: Monthly Activity
The Coordinator presented her written report.
2. **COUNCIL REP**
Tony Gaffan reviewed his report
- 3 **EDDK**
Heather Brown and Trevor Loop updated that the group is planning to legitimize and become more structured and expecting more members to join.

G. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

- i) **Associate Membership Application - BIA-087-2019** Motion by Tony Gaffan and seconded by Jason Martin to approve Southpoint Publishing Inc as an Associate Member. **CARRIED.**

H. MINUTES OF THE PREVIOUS MEETINGS

BIA-088-2019 – motion to approve the minutes from the January 9, 2019 meeting made by Izabela Muzzin and seconded by Jason Martin. **CARRIED**

I. BUSINESS/ CORRESPONDENCE – INFORMATIONAL

1. **Kingsville Monthly Snapshot – Shout Out** was reviewed

J. NEW AND UNFINISHED BUSINESS

1. **BIA Dollar Promotion**

- Updated the program and receipt of dollars being processed to date.

2. **AGM**

- Program overview was discussed
- New Board of Managers will be announced at the AGM

3. ELECTION

- Four applications are received allowing for all 12 seats to be filled on the board. An election is not required but board members will be announced at the AGM

4. TWEPI GUIDE

- **BIA-089-2019** – motion to jointly advertise with the town of Kingsville or run a quarter page ad in the guide made by Tony Gaffan and seconded by Trevor Loop. **CARRIED.**

5. STRATEGIC PLAN

- **BIA-090-2019** – motion to approve strategic plan with proposed edits made by Laura Lucier and seconded by Heather Brown. **CARRIED.**

6. SPRING GUIDE

Discussion of options to consider and taking more of a tourism approach to the guide took place. BIA Coordinator to investigate further the option to advertise in the town tourism booklet as an option and report back to the board.

7. LETTER TO OPP BOARD

Discussion regarding increased graffiti, safety and drugs were discussed. A letter requesting more presence in the district and surrounding areas to be sent. Email also to be sent to membership asking for support.

8. POP UP

Discussion took place regarding new incident of a pop up situation. BIA Coordinator to draft a best practices document regarding this matter to serve as education to membership.

Meeting adjourned at 8:11 pm



CHAIR, Beth Riddiford

CB

RECORDING SECRETARY, Christina Bedal