

MINUTES

THE CORPORATION OF
THE TOWN OF KINGSVILLE
KINGSVILLE BIA

ANNUAL GENERAL MEETING

FEBRUARY 26, 2019 AT 7 P.M.

Pelee Island Winery, 455 Seacliffe Dr., Kingsville, Ont.

A. Call to Order and Welcome

After the membership signed in and enjoyed a beverages and food and one hour of networking time, Beth Riddiford called the meeting to order at 7:01 p.m. with the following persons in attendance:

BIA Members and Guests: Roberta Weston, Heather Brown, Tony Gaffan, Mike Lauzon, Beth Riddiford, Izabela Muzzin, Jason Martin, Brian Sanford, Thomas Neufeld, Gord Queen, Nelson Santos, Troy Loop, Jon Gyou Loop, Kim DeYoung, Lisa Pannunzio, Sherry Seguin, Tim Seech, Paul Thompson, Maria Edwards, Krysta McKnight, Abby Jakob, Renee Brassard, Tom Souvan, Krysta Edwards, Mike Maloney, Dawn McKinnon, Natasha Whifield, Nelly Pereirei, Cathy Baskin, Trevor Loop, Kim Loop, Trevor Whaling, Krista Whaling, Paul Thompson, Tim Seech, Aaron Nixon, Amanda Everaert, Derek Prowse, Savannah Kungel, Aaron Dvernychuk, Kristen Proctor, Sarah Trdell, Brad Trudell, Haley Rogers, Dennis Rogers, Christina Martin, Wes Cronheimer, Greg Pras, Reanne Vanderbeek

Members of Administration: Christina Bedal

Beth paid tribute to all of the new members that joined throughout 2018 and announced the Board of Managers for the next four year term.

B. Reflection on 2018

Tony Gaffan shared the successes of the Kingsville BIA from 2018 including:

1. Our downtown was so beautiful with the hanging baskets and matching planters as well as festive greens throughout the district. Our thanks to Cindy's Gardens for the excellent work!
2. THE *BIA* hosted a series of Small Business Seminars to the membership at the Carnegie to help educate business owners on various Human Resources topics. This was offered free of charge to our members.
3. We introduced Facebook Welcomes to all new Regular and Associate members this year. Additionally, great effort has been made to share your information at your request. Ultimately building a stronger following and reach through our social media.
4. We had another successful year at "Sidewalk Sales" where we saw amazing weather and a grand turnout of shoppers.
5. We partnered with the town to do another production the very popular fold out maps. The map was so popular that it was reformatted to allow for even more advertising spaces. Additionally, the BIA Coordinator actively participates in partnership with the Communities in Bloom and Economic Development & Tourism committees. This gives the BIA membership a seat at those tables.
6. The BIA office has moved to the lower level of The Carnegie building. This has allowed us to realize some cost savings to our budget and more importantly allows our Coordinator to spend more time outside of the office working with and working for our membership.
7. We funded the annual Holiday Shopping Guide where tribute was paid to our many local attractions to include Jack Miners Bird Sanctuary, Canadian Transportation Museum & Heritage Village as well as the Kingsville Historical Park Museum.

8. Updated the Customer Service Hero Program and recognized 14 winners in 2018.
9. The BIA very successfully sold \$100,000.00 in BIA Dollars in just 24 hours.
10. The Strategic Plan Survey was sent out and we have leveraged the findings to develop our upcoming plan.
11. We presented opportunities for businesses to showcase themselves at the Carnegie for 2 week periods, and artists for 4 weeks.
12. A \$500 donation was given to the Kingsville Food Bank.
13. Held a successful “Shopping Spree” promotion in late November and December.

C. Minutes of the Previous Meeting

Annual General Meeting - February 20, 2018

Moved by L. Lucier, seconded by H. Brown, to accept the 2018 Annual General Meeting minutes.

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D. Presentation of 2018 Budget

Christina Bedal presented the budget to the membership.

E. Retirement Recognition

Heather Brown presented Brian Sanford with a plaque to commemorate his many years of service to the BIA Board of Managers and spoke of his history with the BIA.

F. Presentation of Tourism 2019

Mayor Nelson Santos presented tourism events gracing the Town of Kingsville in 2019.

G. Customer Service Hero of the Year Recognition Award

Izabela Muzzin paid tribute to all of the winners of 2018. Trevor Loop announced the Customer Service Hero Winner and presented the plaque.

H. Road to Greatness


Christina Bedal presented upcoming 2019 tourism events and conveyed information as to how local businesses can prepare for the influx of visitors expected. Outline of BIA participation with the Tall Ships was provided. An overview of the Strategic Plan for the next four years was also provided.

I. Adjournment

Meeting adjourned at 8:15 p.m.

Moved by I.Muzzin, seconded by H. Brown, to adjourn

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CHAIR, Beth Riddiford



RECORDING SECRETARY, Christina Bedal