



COMMITTEE MINUTES

KINGSVILLE BIA
JUNE 4TH, 2020 @ 5:30 P.M.
Carnegie Arts & Visitor Centre, 28 Division St. S, Kingsville

A. CALL TO ORDER

Beth Riddiford called the Meeting to order at 5:45 p.m. with the following Members in attendance:

MEMBERS OF BIA BOARD:

Beth Riddiford
Councilor Tony Gaffan
Councilor Laura Lucier
Heather Brown
Dave Debergh
Maria Edwards
Roberta Weston
Amanda Everaert
Izabel Muzzin

MEMBERS OF ADMINISTRATION:

Sarah Haefling

Absent:

Sarah Trudell
Jason Martin
Trevor Loop

Guests:

Mayor Nelson Santos
Andrew Plancke
Ryan McLeod
Troy Loop

B. DISCLOSURE OF PECUNIARY INTEREST

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

C. PRESENTATIONS/DELEGATIONS

D. KINGSVILLE BIA DOLLAR PROGRAM

That the Kingsville BIA Board of Managers, pursuant to Section 239(2) of the *Municipal Act, 2001* will hold a Special Meeting on Thursday, June 4th, 2020 at 5:30 p.m. via Zoom. The purpose of the meeting is to consider the following:

- i) Implementing a Kingsville Business Recovery Plan
 - a. BIA Member Survey Results

Sarah gave an overview of the Survey results sent to all BIA members to get their feedback on the option of closing Main Street, to allow for downtown businesses an expanded outdoor area for their use. There were 53 responses in total, with 21 saying this will benefit their business, 19 responses that it will not, 4 responses Maybe, 4 responses N/A and 5 responses N/A for their business but support the idea. Common concerns that were mentioned were: Parking, Traffic, Delivery complications, Less business (no drive by traffic), and Access to Businesses. Suggestions for ideas to bring people to Kingsville and downtown were: Street closure / street market, Safe environment (social distancing markers, hand sanitizer stations), Marketing / Social Media, Fix traffic problem / Parking, Public Washroom access, Events (Live music), Emphasis on cultural programming. In response to the question: how the BIA, the Town, and other businesses, support you? Common answers included: Assisting with landlords / rent relief program, Equipment sourcing / business opening packages, Promote ALL businesses – keep things fair and Break in property taxes.

BIA-183-2020

Moved by Tony Gaffan, Seconded by Heather Brown that the BIA take to council a proposal to close Main Street from Queen Street to Spruce Street, and Pearl Street to Beach Street, as a pilot project every Friday from 4:00 PM to 9:00 PM, and Saturday from 2:00 PM to 9:00 PM, to allow the downtown businesses an expanded outdoor area for their use. There will be one accessible lane, at least “16 feet”, for emergency vehicle access.

CARRIED

Discussion that the barriers should be strategically placed so that parking lots can still be accessible. The BIA will ask for the Town’s assistance with the barriers, providing social distancing markers on the street with temporary paint, ask for OPP presence to ensure people are social distancing and monitoring the area population, and having hand sanitizer stations set

up. Volunteers will be recruited if the barriers need to be manned at all locations, where there are road closures.

Heather Brown will recruit a committee of business owners to lead this project and create a proposal to present to council on June 22nd.

- ii) Implementing a Kingsville BIA Dollar Program to provide community residents with the opportunity to be awarded BIA Dollars, allowing them to spend at local businesses.

The BIA will be implementing a \$10,000 BIA Summer Giveaway, giving away \$1,000 a week, for 10 weeks. Starting date is TBD. Libro Credit Union will be sponsoring \$1,500, and \$500 from their staff. Folk Festival will be sponsoring \$1,500, Economic Development & Tourism Committee will be sponsoring \$1,500 and the Policing Committee will be sponsoring \$1,000. The extra \$1,000 will be awarded as a surprise BONUS giveaway. The BIA dollars must be spent by November 1st, 2020 and the coupons will reused from previous years with an updated expiry date.

E. NEXT MEETING DATE

The next meeting of the Committee will be held on Tuesday, June 16th, 2020 at 6:00 PM

F. ADJOURNMENT

The meeting adjourned 7:00pm.



CHAIR, Beth Riddiford



RECORDING SECRETARY,
Sarah Haefling