



# COMMITTEE MINUTES

**KINGSVILLE BIA**  
**DECEMBER 8, 2020 @ 6:16 P.M.**  
**Carnegie Arts & Visitor Centre, 28 Division St. S, Kingsville**

## **A. CALL TO ORDER**

Beth Riddiford called the Meeting to order at 6:16 p.m. with the following Members in attendance:

### **MEMBERS OF BIA BOARD:**

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

### **MEMBERS OF ADMINISTRATION:**

Christina Bedal

Absent: NONE

Guests: Natalie Cobby - Tourism

## **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**

Natalie Cobby provided an update on her current tourism projects and how she can continue to partner and support the BIA.

## **D. AMENDMENTS TO THE AGENDA**

NONE



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## E. ADOPTION OF ACCOUNTS

1. **BIA Accounts** – RE: Budget actuals ending NOVEMBER 2020

**BIA-206-2020** Moved by Tony Gaffan, seconded by Roberta Weston to receive the accounts ending NOVEMBER 2020

**CARRIED**

## F. STAFF REPORTS

1. BIA COORDINATOR PRESENTED HER REPORT- Membership renewal update, administrative duties updates, membership support and communications updates, BIA Dollar contest and upcoming program, brick orders, holiday preparations discussed.
2. LAURA LUCIER PRESENTED HER REPORT – Updated on ELK presentation, Fire department leadership, waste collection contract, splash pad location and service delivery review.
3. EDDK REPORT – Updated gift card promotion was successful and Burger Feature went very well.

## G. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. NONE

## H. MINUTES OF THE PREVIOUS MEETING

1. Kingsville BIA Committee Meeting Minutes—November 10, 2020

**BIA-207-2020** Moved by Roberta Weston, seconded by Maria Edwards to receive the minutes of the Kingsville BIA Meeting dated November 10, 2020

**CARRIED**



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## I. NEW AND UNFINISHED BUSINESS

### 1. 2021 ASSOCIATE MEMBERSHIP UPDATE

**BIA-208-2020** Moved by Roberta Weston, seconded by Maria Edwards to waive Associate Membership fees for Kingsville Historical Park Museum, Canadian Transportation Museum and Jack Miners Sanctuary to ease 2021 financial burdens to these not for profit members.

**CARRIED**

2. 2021 AGM – will be a virtual event

3. BIA DOLLAR PROGRAM- program is progressing well.

**BIA-209-2020** Moved by Tony Gaffan, seconded by Roberta Weston to extend the length of the BIA Dollar program in accordance to impacts from code grey status.

**CARRIED**

4. ANNUAL HOLIDAY GIVEAWAY CONTEST – very well received by the public

5. VIRTUAL GIFT GUIDE & GIFT CARD CAMPAIGNS- have been well received

6. COMPLIMENTARY GIFT WRAPPING CAMPAIGN- cancelled due to code red

7. CO-OP STUDENT AND VOLUNTEER – both are in place and very productive and helpful

8. BIA EMAIL ALTERNATIVE – waiting to hear back from the Town

9. OPEN STREETS FEEDBACK – a final call email will go to members to create a report for the board regarding summer Open Streets

10. ECONOMIC DEVELOPMENT & TOURISM MEETINGS 2021 -

**BIA-207-2020** Moved by Tony Gaffan, seconded by Roberta Weston that the Coordinator attend Economic Development & Tourism Committee meetings beginning January 2021.

**CARRIED**



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11. SOCIAL MEDIA ROADMAP 2021 – a report is to be presented to the Board at the January meeting.
12. BOARD MEETING 2021 SCHEDULE REMINDER – this was emailed to the Board
13. 2021 OPEN STREETS – Tony Gaffan explained this would be a Town sponsored Community Event to take place on Saturdays at 4:30 PM Between June 19 and September 11, 2021. It was explained that the committee will be engaging with BIA business owners to address concerns prior to the event taking place.

## **ADDITIONAL ITEMS:**

None.

## **J. NEXT MEETING DATE**

The next meeting of the Committee will be held on Tuesday, January 12, 2021 at 6:15 PM via zoom.

## **K. ADJOURNMENT**

The meeting adjourned 7:37 pm.

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**CHAIR, Beth Riddiford**

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**RECORDING SECRETARY,  
Christina Bedal**