



COMMITTEE MINUTES

KINGSVILLE BIA
MARCH 9, 2021 @ 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: NONE

B. DISCLOSURE OF PECUNIARY INTEREST

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

C. PRESENTATIONS/DELEGATIONS

NONE

D. AMENDMENTS TO THE AGENDA

NONE



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E. ADOPTION OF ACCOUNTS

1. **BIA Accounts** – RE: Budget actuals ending FEBRUARY 2021

BIA-219-2021 Moved by Roberta Weston, seconded by Amanda Everaert to receive the accounts ending FEBRUARY 2021

CARRIED

F. STAFF REPORTS

1. BIA COORDINATOR PRESENTED HER REPORT- Membership renewal update, administrative duties updates, membership support and communications updates, February and March promotion progress, Play It Forward Campaign, Updated Strategic Plan, SWOTC Conference.
2. TONY GAFFAN PRESENTED HIS REPORT – Updated that some fees, bylaw fees and water rates have increased; Cottam Lagoons upgrade taking place for up to 300 new lots; transportation master plan; phosphorus reduction project; pickle ball and bocce ball court work; open streets committee has been created.
3. EDDK REPORT – AGM taking place

G. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. Correspondence dated February 10, 2021 from Mayor Nelson Santos RE: Internet – The board discussed the email received and have instructed the Coordinator to send a follow up letter.

H. MINUTES OF THE PREVIOUS MEETING

1. Kingsville BIA Committee Meeting Minutes—February 9, 2021

BIA-220-2021 Moved by Maria Edwards, seconded by Roberta Weston to receive the minutes of the Kingsville BIA Meeting dated February 9, 2021

CARRIED



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I. NEW AND UNFINISHED BUSINESS

1. TWEPI VISITOR GUIDE UPDATE – the BIA received a 75% off discount for the annual ad.
2. SOUTHPOINT LIVING PROMOTION OPPORTUNITY – after discussion the Board decided to not advertise in this edition this year.
3. KINGSVILLE HIGH SCHOOL BINGO PROMOTION – updated on its progress
4. MARCH THROUGH JUNE PROMOTION PLANNING – The Coordinator reviewed ideas and suggestions for contests and promotions for this timeline. Further it was discussed to learn if sponsorship may be available to do a Summer BIA Dollar Giveaway this year.

BIA-221-2021 Moved by Tony Gaffan, seconded by Trevor Loop to budget \$3000 for the Coordinator to use for promotion activities March through June.

CARRIED

5. UPDATED STRATEGIC PLAN REVIEW – updates were discussed and made in order to plan for pandemic recovery efforts.
6. HOLIDAY CHEER BOARD IDEAS DISCUSSION – Board members are asked to bring ideas to the next meeting for further discussion. The Coordinator was asked to create some ideas to bring to the next meeting for further discussion.
7. 2022 EVENT BOARD IDEAS DISCUSSION – It was discussed that rather than creating a new event that the BIA board will discuss at the next meeting ways to better be involved in existing events planned.
8. CHRISTINA – EDDK WORK FYI - The Coordinator shared that part time hours will be worked supporting EDDK to make the board aware.



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9. RENT RELIEF – The Coordinator has been asked to send a letter to Council requesting rent relief for the remainder of 2021 to allow for more funds to support promotional activities.
10. FINANCIAL RELIEF – The Coordinator has been asked to research what surrounding communities have offered to small businesses as relief by Municipalities and draft a letter to Council requesting financial relief.

ADDITIONAL ITEMS:

NONE

J. NEXT MEETING DATE

The next meeting of the Committee will be held on Tuesday, April 13, 2021 at 6:15 PM via zoom.

K. ADJOURNMENT

The meeting adjourned 8:09 pm.

Beth Riddiford

CHAIR, Beth Riddiford

Christina Bedal

**RECORDING SECRETARY,
Christina Bedal**