



COMMITTEE MINUTES

**KINGSVILLE BIA
DECEMBER 13TH, 2022 6:18PM
CARNEGIE ARTS & VISITORS CENTER**

A. CALL TO ORDER

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

MEMBERS OF BIA BOARD:

Tony Gaffan
Roberta Weston
Amanda Everaert
Maria Edwards
David Debergh
Heather Brown
Izabel Muzzin
Councilor Sheri Lowrie

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

ABSENT:

NONE

REGRETS:

Jason Martin

GUESTS:

NONE

B. DISCLOSURE OF PECUNIARY INTEREST

Tony Gaffan 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

1. NONE



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D. AMENDMENTS TO THE AGENDA

2. NONE

E. ADOPTION OF ACCOUNTS

BIA-349-2022 Moved by Amanda Everaert seconded by Heather Brown to approve the accounts ending November 2022.

CARRIED

F. STAFF REPORTS

1. **BIA COORDINATOR PRESENTED HER REPORT** – Diversity workshop postponed until January 24th. Sent letter to the Police Service Board. Decorated a tree at Jack Miner's, attended the ribbon cutting ceremony at the Carnegie for the Living Tree and welcomed new member Wendy from WM Décor. Currently sourcing signage for the BIA, utilizing Facebook to share member content, collected prize donations for our Facebook draw, running a Holiday Photo Draw promotion on Facebook with 2 weekly winners for 3 weeks. Sent out a survey to the membership regarding our upcoming four-year Strategic Plan. Prepping to host a complimentary gift-wrapping event in partnership with ASK with the Town of Kingsville providing some live music and WFCU sponsoring some food and beverages. Launched the BIA dollar program and facilitated ongoing reimbursement for members. Submitting reimbursement for members that utilized the Holiday Window Grant. Met with Michael at Pelee Winery regarding the AGM. Continuous support and scheduling of ongoing grant purchases, installation, delivery, assembly, and logistics. Attended the Town of Kingsville Christmas party. The mayor was requested and has gracefully accepted the invitation to speak at our AGM on February 28th, 2023.

G. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. HOLIDAY PLANTER COMMENTS

We had a resident complaint regarding the trees in the holiday planters. In comparison to the Essex planters, Essex's were a lot nicer, ours were not big enough, they got lost in the planters and the string of lights were too small.

H. MINUTES OF THE PREVIOUS MEETING

BIA-350-2022 Moved by David Debur and seconded by Maria Edwards to approve October 12th, 2022, Kingsville BIA Committee Meeting Minutes

CARRIED

I. NEW AND UNFINISHED BUSINESS

- **Tourism Relief Grant & Holiday Décor** – Coordinator gave updates with regards to outstanding items including waiting to hear from the Town regarding a permanent storage container location, billing for red truck & large ornament balls (which had been donated by Adamo), signage for the BIA in general for the grant purchases, the actual speakers installed, tested and final billing, as well as Netmon network testing and final billing. Large red ornaments have been installed next to the JOY sign. Town worked well with the coordinator to get the frosty frame, red truck and soldiers located at the Carnegie up in time for the parade.
- **BIA Dollar Update** – Dollars did not sell out very quickly, it took more than a week. It was determined to leave the program as it is and discuss more marketing of the program as it near next year (i.e. radio promotion). Currently \$42,660 has been redeemed.
- **Strategic Plan** – A survey was sent out to the membership with key questions to assist with the strategic plan. It was discussed that 33 respondents were not a good representation of our membership. David Debergh and the coordinator met on December 8th to begin the first step of the process by identifying issues/problems. These were reviewed and any additional items were added to the list. The next step will be to resend the survey to the membership, but the response is likely to be minimum. Next meeting will be on December 21 to determine action items for the issues/problems to bring to the January meeting to be prioritized before the February 28th AGM. Potential special meeting at the end of January to finalize the plan.

- **January/February Promotions** – January - run a Facebook promotion centered around the new sound system, “Create your favourite playlist Kingsville”. February - “What business do you love?”. Hashtag your favourite business, tag 1 person you love, like & share the post. Running February 1st – 13th. Prize 2 dinners at \$200.
- **Members Mix N’ Mingle** – Date: January 25th, 6pm-8pm; Location: Kingsville Brewery; Food Sponsor: Libro.
- **Safety** – Discussed the two break-ins at Kingsville Cycle Works and The Source. It took 45 minutes for police to arrive at Cycle works. Suggestion of running a program that helps subsidize the purchase of cameras for businesses. Coordinator to send out information making the membership aware of the incidents. Also discussed how several of the lights are not working in the district. The coordinator will go out and note all non-working lights, including décor lights to bring to John Norton. The board would like a response back from John on how this will be addressed.
- **Coordinator Questions** – Vacation: the expectation is that the coordinator will use any unused vacation/sick time by the end of February 2023.
- **Welcomed Councilor Sheri Lowrie** – The board welcomed Councilor Lowrie to the BOM and expressed their excitement regarding her joining. It has been the Town of Kingsville’s decision to have one Councilor on the board instead of 2, as in previous years. Tony would like to remain on the board as a business owner within the BIA district.

J. OTHER REPORTS

1. **COUNCIL REPRESENTATIVE** – Tony Gaffan – Approved next phase of the new dog park. New curfew by-law at Lion’s Park, 6pm-8am November to April, 9pm-6am May to August. Approved sound system for BIA. Adopted customer service standards. Added new request@kingsville.ca replacing kingsvilleworks. Approved council their committee and board appointments.
2. **EDDK REPRESENTATIVE** – Heather Brown – Had their gala and it was very successful. Four weeks of fundraising and it is going very well. The procedures used have been extremely well executed.

K. NEXT MEETING DATE

The next committee meeting will be held on Tuesday, January 10th, at 6:15 PM.



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L. ADJOURNMENT

Meeting adjourned at 8:13 pm

BIA-351-2022 Moved by Heather Brown and seconded by David Debergh to adjourn.

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

RECORDING SECRETARY, Jodie McIntyre