



# COMMITTEE MINUTES

**KINGSVILLE BIA  
JANUARY 10, 2023 6:15PM  
CARNEGIE ARTS & VISITORS CENTER**

## **A. CALL TO ORDER**

Jason Martin called the Meeting to order at 6:18 p.m. with the following Members in attendance:

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

Tony Gaffan  
Roberta Weston  
Maria Edwards  
Jason Martin  
Heather Brown  
Izabel Muzzin  
Councilor Sheri Lowrie  
Amanda Everaert

### **MEMBERS OF ADMINISTRATION:**

Jodie McIntyre

### **ABSENT:**

NONE

### **REGRETS:**

David Debergh

### **GUESTS:**

Mayor Rogers  
John Norton  
Sue Rice

## **B. DISCLOSURE OF PECUNIARY INTEREST**

Jason Martin 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

John Norton presented a PowerPoint presentation to the board providing information regarding BIA history, the legal structure of BIAs, the financial processes, the type of activities BIA could engage in, terms of reference and recent concerns again.

It was identified by John that the BIA was not a Committee of Council but rather a Local Board

Mayor Rogers shared support for the BIA and spoke to the improvement of the partnership between the Town and the BIA, as we move forward into the new year.

Sue Rice was assigned as staff liaison and will attend the BIA monthly meetings on a go-forward basis.

## D. AMENDMENTS TO THE AGENDA

1. NONE

## E. ADOPTION OF ACCOUNTS

**BIA-352-2023** Moved by Maria Edwards seconded by Heather Brown to approve the accounts ending December 2022.

**CARRIED**

## F. STAFF REPORTS

1. **BIA COORDINATOR PRESENTED HER REPORT** – Diversity workshop is scheduled of February 9<sup>th</sup> at Pelee Winery and will be available to our membership. Met with Sarah from the town of Amherstburg to discuss their music system (same one we will be using), best practices, policies, and procedures. Met with Courtney from the Town regarding the new door procedures at the Carnegie. They are now automatic from 10am to 6:30pm. I attended ribbon cutting ceremonies for new members Thompson Manor and joe. HOT +COLD Coffee as well as the Town's new "live" tree at the Carnegie. Requested that the mayor be our guest speaker at the AGM, which he has graciously accepted. Continued to support the installation of the sound system on Main, incurring several electrical issues and troubleshooting for the wireless system. Created and launched the Facebook Holiday Photo Draw where the public took pictures with our holiday décor and submitted them on Facebook tagging their favourite local business. Local BIA businesses donated prizes for the



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draw. We picked out a \$100 cash survey participant and Karen from Olive Branch on Main was our winner. On December we hosted a complimentary gift-wrapping event in collaboration with the Art Society of Kingsville and the Town of Kingsville provided live music and the EFCU provide snacks and hot beverages. Holiday Window Décor grants were submitted to the Town.

## **G. BUSINESS/CORRESPONDENCE – ACTION REQUIRED**

### **1. NEW ASSOCIATE MEMBER APPROVALS**

#### **A. Allegra Marketing Print Mail - Kingsville**

**BIA-353-2023** Moved by Roberta Weston and seconded by Heather Brown to approve Allegra as a Tier 2 Associate Member.

**CARRIED**

#### **B. Extreme Electrical Solutions Inc.**

**BIA-354-2023** Moved by Tony Gaffan and seconded by Amanda Everaert to approve Extreme Electrical as a Tier 1 Associate Member.

**CARRIED**

#### **C. The Kingsville Animal Clinic**

**BIA-355-2023** Moved by Roberta Weston and seconded by Heather Brown to approve Kingsville Animal Clinic as a Tier 1 Associate Member.

**CARRIED**

#### **D. The Lakeside Animal Hospital**

**BIA-356-2023** Moved by Roberta Weston and seconded by Heather Brown to approve Lakeside Animal Hospital as a Tier 1 Associate Member.

**CARRIED**

### **2. FACELIFT GRANT APPROVALS**

#### **A. Flower Fashions on King**

**BIA-357-2023** Moved by Roberta Weston and seconded by Maria Edwards to approve the facelift grant in the amount of \$500 for Flower Fashions on King.

**CARRIED**

## H. MINUTES OF THE PREVIOUS MEETING

**BIA-358-2023** Moved by Heather Brown and seconded by Amanda Everaert to approve December 13th, 2022, Kingsville BIA Committee Meeting Minutes.

**CARRIED**

## I. NEW AND UNFINISHED BUSINESS

- **Jason Martin - Event Idea** – Jason suggested we host a BIA Walleye fishing tournament, most likely in 2024. He has connections to a professional angler who could provide some insight as to what would make a successful tournament. It could be something that involves other areas such as Colchester, Leamington etc. The intent would bring business to local restaurants, shops, and accommodation spots. Some of the concerns included the weather of the Great Lakes, if we could provide accommodation for that number of people locally and still benefit enough, that it would be a huge undertaking requiring a great deal of time and advanced planning. The board has agreed to have the coordinator investigate some of the details in March.
- **Tourism Relief Grant** – Updated board with the submission of the grant for the end of 2022. Two vendors came in under quote therefore we were able to claim partial payment for the two toy soldiers in the grant. We had an issue with one of the GFC plugs and the electrician was brought in to replace it. The music system is up and running however Netmon and Tony's are tweaking the sound for best performance before going live. Once the sound is at a 100% we will be doing a ribbon cutting ceremony with the BIA Chair, Jason Martin, the board with an invitation to the Town Council. The Town was unable to provide a location for our storage container so it will remain at Cindy's until a solution is found. Coordinator is meeting with the Town on January 13<sup>th</sup> to discuss removal of the holiday decorations and logistics with regards to the new storage container.

**BIA-359-2023** Moved by Heather Brown and seconded by Maria Edwards to allow the BIA Coordinator to purchase covers/hooks for the holiday décor going into the storage container, up to a maximum of \$1500.

**CARRIED**

- **Strategic Plan Update** – It was determined that a high-level description of the strategic plan with key priorities and key points of action items will be revealed at the AGM. The board confirmed that they were good with the priorities. Next steps will involve setting a list of actions, prioritizing them, setting timelines, designating committee resources and monitoring progress. There will be an additional meeting on January 31<sup>st</sup> at 6:30pm specifically for the strategic plan.
- **Update on requests@kingsville and Town Hours Update** – All issues have been addressed regarding lights out within the district. It was noted that the decorative light toppers are deteriorating and need addressing. One snowflake will have its plug replaced for next year and the lights that are flickering north on Division have been referred to a contractor for repair. Of the 350 hours the Town has dedicated to us 344.5 hours were utilized in 2022. This is good news considering the implementation of additional holiday décor set-up at the Carnegie.

Task	Hours
Garland	63
Snowflakes	74.5
Flower Programs (Spring/Fall/Winter)	143.5
New Decorations/Support Requests	25.5
Admin. Support	38
<b>Total</b>	<b>344.5</b>

- **Ad Approval** – The BIA has purchased ¼ size ads for the last 2 years with the Tourism Windsor Essex Pelee Island Visitor Guide. Prices have doubled this year and to combat the rise in price the BIA is partnering with the Town of Kingsville to purchase a ½ page ad. The BIA will be represented according to relevance of cost.

**BIA-360-2023** Moved by Roberta Weston and seconded by Izabela Muzzin to partner with the Town of Kingsville for an ad in the 2023 Tourism Windsor Essex Pelee Island Visitors Guide and contributed \$850 towards the ad.

**CARRIED**

- **Mayor's Breakfast** – On January 19<sup>th</sup> at 7:30am the Leamington District Chamber of Commerce is presenting the Breakfast TRIFECTA with the Mayors 2023 with Mayor MacDonald, Mayor Miller and Mayor Rogers in attendance.

**BIA-361-2023** Moved by Heather Brown and seconded by Izabela Muzzin to approve the purchase of a \$25 ticket for the BIA Coordinator to attend the mayor's breakfast.

**CARRIED**

- **Members Mix N' Mingle (MM&M) Update** – As of January 10<sup>th</sup> we have 24 responses from the membership to attend the MM&M. A \$300 budget has been set for the appetizers and if numbers grow substantially this will be revisited. Coordinator to provide Kingsville Brewery Taphouse with an update on attendee numbers.
- **AGM Update** – As of January 10<sup>th</sup> there are 13 responses from the membership to attend the AGM. Heather will provide an update regarding appetizers that will be provided by EDDK. Coordinator is currently working on an agenda.
- **BIA Dollar Update** – There is currently \$69K redeemed with a \$31K outstanding balance. BIA dollars expire January 31<sup>st</sup>, 2023, and businesses have until February 10<sup>th</sup> to redeem them with the BIA. The coordinator will post on social media that they are expiring soon.
- **NEW BUSINESS – Resignation** – After years of service on the Board of Managers Izabela Muzzin announced her resignation.

**J. OTHER REPORTS** – Additional BIA sub-committees have been added to the agenda on a go forward basis. Upcoming committee meeting dates will be scheduled over the next few weeks. Committees being added include:

- A. FINANCIAL COMMITTEE – David & Tony
- B. BEAUTIFICATION COMMITTEE – Maria & Amanda
- C. PROMOTIONS COMMITTEE – Jason
- D. PERSONNEL COMMITTEE – Roberta & Heather

1. **COUNCIL REPRESENTATIVE** – Sheri Lowrie – No Report

2. **EDDK REPRESENTATIVE** – Heather Brown – No Report



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## K. NEXT MEETING DATE

The next committee meeting will be held on Tuesday, February 14th, at 6:15 PM.

## A. ADJOURNMENT

Meeting adjourned at 8:21 pm

**BIA-362-2023** Moved by Roberta Weston and seconded by Amanda Everaert to adjourn.

*Jason Martin*

**CHAIR, Jason Martin**

*Jodie McIntyre*

**RECORDING SECRETARY,  
Jodie McIntyre**