



COMMITTEE MINUTES

**KINGSVILLE BIA
FEBRUARY 9, 2023, 7 PM
CARNEGIE ARTS & VISITORS CENTER**

A. CALL TO ORDER

Jason Martin called the Meeting to order at 7:02p.m. with the following Members in attendance:

MEMBERS OF BIA BOARD:

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

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

Sue Rice

ABSENT:

NONE

REGRETS:

NONE

GUESTS:

NONE

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

Sue Rice requested the BIA's stance on Open Streets. At the time we did not have any details such as how often, hours or any data from the previous year. The BIA's response was to send a letter to the Town stating and should the Town Council conclude that based on their data and feedback from residents and businesses, that

this event is a net positive for the town, the Kingsville BIA will support the Town in this initiative. Also, should the event move forward, the BIA would respectfully ask that the Town consider adjusting start times to better accommodate downtown retailers and patrons.

BIA-363-2023 Moved by Roberta Weston seconded by David Debergh to draft a letter to the Town.

CARRIED

D. AMENDMENTS TO THE AGENDA

1. TWEPI AD – Sue Rice presented the ad that we participated in and explained the idea behind the imaging. The BIA contributed \$850 towards the \$3,330.50 half page ad.

2. BIA NAME TAGS – Name tags for events for members.

BIA-364-2023 Moved by Tony Gaffan and seconded by Heather Brown to approve the purchase of 150 name tags for our AGM & our Members Mix & Mingle for \$50.

CARRIED

3. BANK ACCOUNT CONTROLS – David Debergh explained that to do e-transfers we could not set our account up as a “2 to sign”. To resolve this we will have two accounts, a “2 to sign” account that we can use to deposit a smaller amount into a “1 to sign” account.

E. ADOPTION OF ACCOUNTS

BIA-365-2023 Moved by David Debergh seconded by Heather Brown to approve the accounts ending January 2023.

CARRIED

F. STAFF REPORTS

1. **BIA COORDINATOR PRESENTED HER REPORT** – I met with Ryan McLeod to discuss the budget and attended the Town budget meeting for approval of the BIA’s 2023 budget. I met with Jill, the Leamington BIA Coordinator, and will be meeting with her monthly on the last Friday of the month. Reached out past Associate

Members to see if they would like renew and sent out and followed up with current Associate Members regarding invoicing. I processed a brick request from The Daytripper and offered & delivered Crimestoppers' stickers to the membership. I created a #LOVE Facebook promotion that I ran for 10 days were 2 random winners would be able to win a \$200 gift card to a BIA business of their choice. Worked on action items for the strategic plan, creating a wall board and placing action items in order of execution. Continued to work on the AGM with regards to agenda, speeches, and logistics. Hosted a Members Mix & Mingle that was rescheduled from January 25th to February 1st. Attended the Mayor's breakfast at Colasanti's. Coordinated the new downtown sound system reveal on January 20th and introduced new Associate Members on Facebook.

G. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. NEW ASSOCIATE MEMBER APPROVALS

A. Estate of Health

BIA-366-2023 Moved by Heather Brown and seconded by Amanda Everaert to approve Estate of Health as a Tier 1 Associate Member.

CARRIED

B. Adam's Garden of Eatin'

BIA-367-2023 Moved by Tony Gaffan and seconded by Amanda Everaert to approve Adam's as a Tier 2 Associate Member.

CARRIED

C. Art Society of Kingsville

BIA-368-2023 Moved by Roberta Weston and seconded by Maria Edwards to approve the Art Society as a Tier 2 Associate Member.

CARRIED

D. Del Fresco Produce Ltd.

BIA-369-2023 Moved by Tony Gaffan and seconded by Maria Edwards to approve Del Fresco as a Tier 1 Associate Member.

CARRIED

H. MINUTES OF THE PREVIOUS MEETING

BIA-370-2023 Moved by Roberta Weston and seconded by Maria Edwards, to approve January 10th, 2023, Kingsville BIA Committee Meeting Minutes.

CARRIED

I. NEW AND UNFINISHED BUSINESS

A. Tourism Relief Grant – Update:

- SWOTC will send us the remaining \$20K once they receive it.
- Approximately \$2,927.53 will be applied to the grant from the purchase of the toy soldiers.
- The sound system currently runs from 10am-7pm, Monday to Saturday & 10am-5pm Sundays. The volume was increased slowly and a few of the speakers will need some tweaking. The board has received several compliments about the music, and we have not received any formal complaints at this time.

B. Strategic Plan – Update:

- The strategic plan will be presented at a high level at the AGM and in the format used for the meeting.
- We will provide a strategic board (brown paper) board and post-a-notes at AGM for membership to post under each of the 5 priorities.
- Intent is to keep the board up on the wall in the BIA office.
- An idea area will be created on the wall in the BIA, for the board to post ideas.
- Post-a-notes on the wall are listed in order of execution.
- Intent is to do a promotion approximately every other month for the first year and increase the following year.
- Events will be created that can be built upon.
- We will create a plan for maintenance/replacement for décor to assist with eliminating last minute decisions and budgeting.

C. AGM - Update:

- We currently have 40 that have replied they are attending.
- Food will be provided by The Main, Jack's, Greenheart & Koi.
- Jason will be welcoming everyone, introducing the new council, introducing the BIA Board and recognizing Izabela for her years of service with the BIA.
- Roberta will emcee and motion for approval of last AGM minutes.

- Tony will reflect on 2022.
- David will present the 2023 budget, including announcing the levy increase.
- Jodie will present the strategic plan, introduce new members & provide additional thank you's.
- Mayor Rogers will be our guest speaker.

D. BIA Dollar – Presentation:

- With 1 day remaining we have \$5,720 outstanding with the expectation of the rest coming in tomorrow.
- Graph of Redemption by Category shows more diversity over past years of how the month was spent.
- The largest categories were Health & Wellness and Fitness & Activities.
- 29.7% of the BIA businesses participated, of those businesses 80% had an intake of BIA dollars. Five (5) businesses accounted for 50% of the BIA dollars redeemed.
- Improvements/Suggestions to consider included finding a better way to track the incoming redemptions, include QR codes on the BIA dollars listing the participating businesses, print on a different material that is easier to count and promote more and in advance.
- Future considerations include adjusting the amount we sell and at what discounted amount, what time of year do we want to sell them, the length of time they are valid and the amount we let the public purchase at one time.

E. Office Space Proposal:

- The current total cost of what we are paying for the rent, phone & internet and static IP was reviewed.
- The next steps for the office space is to have the toy soldiers & the JOY sign removed to behind the Library, the rest of the décor packed up and sent to the storage container and clean up all the BIA items & throw out items not being used & shred all paperwork older than 7 years.

J. OTHER REPORTS

1. **FINANCIAL COMMITTEE** – David & Tony – NO UPDATE

2. **BEAUTIFICATION COMMITTEE** – Maria & Amanda – UPDATE

- Met on Monday, **February 6th**.
- Town will continue to put up wreaths.

- We own the planters & the Town does the maintenance.
- Small trees from winter planters are at Cindy's. If any can be sold in the spring the money will go to the BIA.
- Light toppers were purchased 10+ years & need replacing. We've started working with the Town, & Shaun is getting to send some specs. We would like something that remains up year-round, due to increased hours put them up & down and storage considerations. Ideally, they would light in a way we could theme them throughout the seasons. Will need to determine if it's an over time budget item or purchased from reserves.
- Need to investigate warranties at least for the more recently purchased items.
- There is currently a fair amount of moisture in the container, more than likely from the garland being placed in when wet. ON a warm couple of days, Jason will open the container to air it out.
- Maria will provide bags for bow storage. We will be throwing out old bows & reshaping & packing away the bows on **March 6th at 7pm.**
- We will add an additional string of lights on tentatively on **July 9th.**
- Will need to add a maintenance line in the 2024 budget.
- IDEAS:
 - Snowmen in planters for the winter (Amanda looking at lit up snowmen)
 - Artificial trees in planters. Maybe have businesses decorate/sponsor them.
 - Spotlights at Carnegie for special occasions ie: Autism, St. Paddy's Day etc.
 - Migration Fest - Decorate the 4 corners with a Fall theme & have a photo op. display at the Carnegie. Town & Jack Miners is already covering the festival as well.
 - Lit garland at the 4 corners
 - Canada Day – rumoured to be moving downtown. Have Canadian flags everywhere (what does that look like?), Canadian sign in JOY garden (FOL has one), photo op. with a Canadian theme.
 - Christmas at the Carnegie – Build on what we have but meet with Town & FOL and possibly have businesses sponsor some displays. Put a large white tent up (length of time TBD) especially on the weekend of parade & have hot chocolate, photo op with Santa, maybe vendors etc.

3. **PROMOTIONS COMMITTEE** – Jason – NO UPDATE
4. **PERSONNEL COMMITTEE** – Roberta & Heather – NO UPDATE
5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie – UPDATE
 - The Town Council met for 3 consecutive Wednesdays regarding budget approvals.
 - Town has determined their top 3 priorities for administration to do from now until the end of this year:
 - Attainable housing.
 - Facility reviews of all the Town's facilities.
 - Main street development – finalize & come back with some suggestions.
6. **EDDK REPRESENTATIVE** – Heather Brown - UPDATE
 - Held their gift card promotion at 4 local schools.
 - \$139K in sales
 - Beach House Grill (EDDK member & BIA Associate Member) has been sold.
 - Holding their AGM in March
 - Held a very successful Chili Fest at Colasanti's.

K. NEXT MEETING DATE

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

A. ADJOURNMENT

Meeting adjourned at 8:57pm

BIA-371-2023 Moved by David Debergh and seconded by Tony Gaffan to adjourn.

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

**RECORDING SECRETARY,
Jodie McIntyre**