

**MINUTES**  
**THE CORPORATION OF**  
**THE TOWN OF KINGSVILLE**  
**KINGSVILLE BIA**  
**ANNUAL GENERAL MEETING**  
**APRIL 26, 2022 AT 7 P.M.**  
**Pelee Island Winery, 455 Seacliffe Dr., Kingsville, Ont.**

**A. Call to Order and Welcome**

After the membership signed in and enjoyed a beverages and food and one hour of networking time, Jason Martin called the meeting to order at 7:00 p.m. with the following persons in attendance:

BIA Members and Guests: Maria Edwards, Darl Edwards, Laura Lucier, Tony Gaffan, Roberta Weston, Beth Riddiford, Christin Bedel, Nelson Santos, Amanda Everaert, Gord Queen, Jason Martin, Heather Brown, Izabel Muzzin, Kim Proctor, Kristen Proctor, John Norton, Karen Loney, Lynette Bain, Abby Jakob, Kara Jones, David Debergh, Hattie Desanti, Ernie Demarse, Donna Demarse, Bonnie Monminie

Members of Administration: Kelsey Coon

Jessica Fraumeni

Jason introduced the Board of Managers and welcomed the guests.

**B. Reflection on 2021**

Tony Gaffan shared the successes of the Kingsville BIA from 2021 including:

1. Our downtown was so beautiful with the hanging baskets and matching planters as well as festive greens throughout the district. In 2021 we continued the addition of the fall mum planters and they were stunning. Our thanks to Cindy's Gardens for the excellent work! This is a contract shared by the BIA and The Town of Kingsville!
2. We continued with strong momentum with our Facebook Welcomes to all new members this year. Additionally, great effort has been made to share your information at your request. Ultimately building a stronger following and reach through our social media.
3. The BIA very successfully sold \$100,000.00 in BIA Dollars in 2 days! Thank you to the RBC team for supporting us in this program!

4. New lit garland, bows and bulbs were ordered and installed to increase holiday décor.
5. A new JOY sign was placed at the four corners to increase holiday décor. It was amazing to see all of the families and visitors taking photos there during the holiday season!
6. We advocated for police presence in the district and worked with MP Chris Lewis and Nelson Santos regarding the concern of homelessness in the district.
7. The Town of Kingsville and The BIA continued our Facelift Grant Program where we reimbursed the cost of \$10,000 worth of facelift projects from our members last year.
8. We launched a business spotlight with the Kingsville Times to highlight new BIA Members and existing ones.
9. We won best shopping district for the SECOND year in a row in the Tourism Windsor Essex Pelee Island BEST OF YQG Awards, something you all should be very proud of!
10. A Shop Kingsville Digital Holiday Guide was launched for the 2021 Holiday Season. This was also promoted digitally through sponsored Facebook Ads.
11. Print Ads promoting Kingsville as a place to Shop, Dine, Discover were purchased in The Daytripping Newspaper as well as Tourism Windsor Essex Pelee Island Tourism Guide for 2021 and will continue for 2022.

**C. Town Partnership Plans & Friendly Reminders**

Laura Lucier shared The BIA 2022 plans and notes about our Town of Kingsville Partnership.

**D. Minutes of the Previous Meeting**

Annual General Meeting - February 25, 2020

Moved by Christina Bedal, seconded by Beth Riddiford, to accept the 2020 Annual General Meeting minutes.

**CARRIED**

**E. Presentation of 2022 Budget**

Kelsey Coon presented the budget to the membership.

Moved by David Debergh, seconded by Christina Bedal, to accept the 2022 BIA Budget.

**CARRIED**

**F. Presentation of Tourism Windsor Essex Pelee Island**

Lynette Bain discussed The 2022 Tourism Windsor Essex Pelee Island Marketing Plan and supports available to the membership.

**G. Adjournment**

Meeting adjourned at 8:27 p.m.

Moved by T. Gaffan, seconded by Laura Lucier, to adjourn

**CARRIED**

---

**CHAIR, Jason Martin**

---

**RECORDING SECRETARY, Kelsey Coon**