



# COMMITTEE MINUTES

**KINGSVILLE BIA  
MARCH 14TH, 2023, 6:15PM  
CARNEGIE ARTS & VISITORS CENTER**

## **A. CALL TO ORDER**

Jason Martin called the Meeting to order at 6:15p.m. with the following Members in attendance:

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

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

### **MEMBERS OF ADMINISTRATION:**

Jodie McIntyre

### **MEMBER(S) OF TOWN:**

Sue Rice

### **ABSENT:**

David Debergh

### **REGRETS:**

Heather Brown

### **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**

NONE

## D. AMENDMENTS TO THE AGENDA

1. KINGSVILLE HIGHLAND GAMES – Coordinator will reach out to the Highland Games committee member Wendy Musselman to offer support in promoting this event.
2. FIRE INSPECTIONS – Tony Gaffan indicated some of the membership had been taken aback by the Fire Chief coming into some of the business and issuing fines/fees that were substantial. Councilor Lowrie is going to look further into this.
3. POLICY/PROCEDURES OF GUEST PRESENTATIONS – Board discussed having the opportunity to ask guest presenters to step out of the room to allow them time to discuss information newly presented to them, reinforcing that there is no need for knee jerk reactions during meetings. The KBIA will be reaching out to Paula Parker regarding some of the best practices regarding guest speakers to enhance meetings.

## E. ADOPTION OF ACCOUNTS

**BIA-372-2023**      Moved by Tony Gaffan seconded by Maria Edwards to approve the accounts ending February 2023.

**CARRIED**

## F. STAFF REPORTS

1. **BIA COORDINATOR PRESENTED HER REPORT** – Updating member information and reviewing levy payments. Met with Tom from Jack Miner's, Savannah from Chartwell. We hosted our Members Mix & Mingle (MMM) on February 1<sup>st</sup> and are hosting our next one on Tuesday, April 25<sup>th</sup> at The Banded Goose. Met with Josef from Allegra to discuss a revamp of our website. The BIA and TWEPI hosted Diversity Training on February 9<sup>th</sup> at Pelee Island Winery, with a good turnout. We ran our #LOVE promotion on Facebook from February 1<sup>st</sup> to the 10<sup>th</sup> with two (2) winners each receiving a \$200 gift certificate for a BIA business of their choice. The winners chose The Main Grill & Ale House & Elite Restaurant. Met with DelFrescoPure to discuss collaborating on future promotions. Investigated whether there was an official contract regarding the flower grant from the Town. Created an Asset List, inventoried all the holiday décor at the Carnegie and prepped bows for

winter décor. Covers were ordered and received to protect our holiday inventory. BIA reimbursements were \$97,900 at the time of the meeting.

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

### **1. GAFFAN FAMILY CARD**

The Gaffan family sent the BIA and the membership a card thanking them for their support for the loss of Tony's father.

### **2. CAPRI PIZZA LETTER**

A letter was addressed to the BIA and the Office of the Mayor regarding Open Streets. The original copy was delivered to the Municipal offices as the Town is responsible for Open Streets. Sue Rice informed the BIA that Chris Isziz has been contacted and the Town had followed up regarding the letter.

## **H. MINUTES OF THE PREVIOUS MEETING**

**BIA-373-2023** Moved by Amanda Everaert and seconded by Maria Edwards, to approve February 9th, 2023, Kingsville BIA Committee Meeting Minutes.

**CARRIED**

## **I. NEW AND UNFINISHED BUSINESS**

### **A. AGM Wrap-Up:**

- The meeting was attended by a record number of 55 members.
- Additional improvements for next year's AGM were noted.

### **B. MailChimp & Survey Monkey:**

- MailChimp is now only allowing 1000 emails a month.
- Coordinator recommended purchasing the Essential package to allow for up to 5000 emails per month.

**BIA-374-2023** Moved by Roberta Weston and seconded by Tony Gaffan, to subscribe to the Essential package in MailChimp.

**CARRIED**

### **C. Daytripping Ad:**

- The board approved an 1/8 page banner ad.

**BIA-375-2023** Moved by Maria Edwards and seconded by Amanda Everaert, to approve an 1/8-page banner ad in the Daytripper at the cost of \$1,375 +HST.

**CARRIED**

**BIA-376-2023** Moved by Roberta Weston and seconded by Tony Gaffan, to approve a redesign of the Daytripping ad to include new photos and a QR code with up to a \$200 budget.

**CARRIED**

#### **D. Member to Member Discount:**

- Chamber has a similar program for their membership.
- Coordinator to reach out to membership with a survey to see if they would be interested in supporting a member-to-member discount program.

#### **E. Revamping Website:**

- Allegra provided a quote to redo the BIA website.
- The board would like for the revamping to go out to quote as a form of an RFQ.
- Coordinator to create and distribute the RFQ.

#### **F. Flower Program Update:**

- There is no written contract with the Town regarding the flower grant.
- The grant has been distributed based on a motion from Council from September 23<sup>rd</sup>, 2019.
- The motion was for 4 years and expires this year.
- Councilor Lowrie will investigate how to proceed regarding upcoming years and the town grant.

#### **J. OTHER REPORTS**

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

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

- Met on Monday, February 6<sup>th</sup> to update the holiday décor inventory and prep bows for the winter season.

3. **PROMOTIONS COMMITTEE** – Jason – NO UPDATE

4. **PERSONNEL COMMITTEE** – Roberta & Heather – NO UPDATE



# COMMITTEE MINUTES

5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie – UPDATE

- Passed planning by-laws for BRIGHT
- Disbanded the Highland Games Committee

6. **EDDK REPRESENTATIVE** – Heather Brown – NO UPDATE

**K. NEXT MEETING DATE**

The next committee meeting will be held on WEDNESDAY, April 12th, at 6:15 PM.

**A. ADJOURNMENT**

Meeting adjourned at 8:15pm

**BIA-377-2023**      Moved by Roberta Weston and seconded by Tony Gaffan to adjourn.

*Jason Martin*

**CHAIR, Jason Martin**

*Jodie McIntyre*

**RECORDING SECRETARY,  
Jodie McIntyre**