



COMMITTEE MINUTES

**KINGSVILLE BIA
JUNE 13TH, 2023, 6:15 PM
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
David Debergh
Maria Edwards
Jason Martin
Councilor Sheri Lowrie
Amanda Everaert
Abby Jakob

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

Sue Rice

ABSENT:

1. Heather Brown

GUESTS:

1. NICOLE KENDRICK – CFIB (Canadian Federation of Independent Business Rep.

B. LAND ACKNOWLEDGEMENT

Jason Martin recognized the posting of the Land Acknowledgement.

C. 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.

- Tony Gaffan declared a pecuniary interest under section J. New and Unfinished Business, #1. New Associate Membership Application – Digital Dragonfly due to his personal relationship with the owner.

D. PRESENTATIONS/DELEGATIONS

1. Nicole Kendrick presented how the CFIB could assist business within our district by providing resources with:
 - Human Resources, Health & Safety, Business Operations
2. They provide:
 - Webinars, Newsletters, support/advocacy for businesses, policy templates
3. Includes savings on vital services such as:
 - TELUS, Chase, Scotiabank, Shiptime, vubiz
4. Monthly fees are based on number of employees in your business.

E. AMENDMENTS TO THE AGENDA

1. NONE

F. ADOPTION OF ACCOUNTS

BIA-385-2023 Moved by Roberta Weston seconded by David Debergh to approve the accounts ending April 2023.

CARRIED

G. STAFF REPORTS

1. BIA COORDINATOR PRESENTED HIGHLIGHTS FROM HER REPORT

Survey results from the Board directed Q2 initiatives to focus on meeting with membership, revamping the website, creating a welcome package and reviewing the overall beautification plan.

1. ENGAGEMENT/SUPPORT

- Attended & welcomed new members:
 - I. Shall We Knit?
 - II. The Bending Company
 - III. BRIGHT
 - IV. barBURRITO

- Attended the Leamington Chamber of Commerce Board Meets Board meeting.

BIA-392-2023 Motion to approve by David Debergh, seconded by Roberta Weston, to approve up to \$250 per month for the purchase of relevant tickets that apply to KBIA business.

CARRIED

- Setup and attended Beautification, Finance and Promotion Committee meetings.
- Attended the Invest Windsor AGM with the Town of Kingsville.

2. PROMOTION

- Collaborated with DelFrescoPure to create the Father's Day promotion.
- Negotiated a new deal with Hallmark Memorial to engrave out bricks.

3. POLICIES & PROCEDURES

- Created the following policies:
 - I. How to Add a New Member
 - II. Board Member Package
 - III. Creating Minutes
 - IV. How to Create a Motion Number

4. BEAUTIFICATION

- Rewrote the RFQ with a new format to separate each required piece for easier bidding and included some new beautification proposals.

5. MAINTENANCE

- Submitted requests@ for weds under threes and low hanging branches in parking lot behind New Designs.
- Discussed with Sue Rice about the weeds in the alleyway next to Pinnacle – Sue stated this was private property and the responsibility of the Pinnacle or Re/Max, not the Town's.

BIA-393-2023 Moved to receive by Abby Jakob.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. SOUND SYSTEM

- Two complaints were received regarding the sound system. An out-of-town guest felt 80's music was not appropriate for Kingsville on a Sunday and another lady found that the additional noise in the downtown core made it even harder for her to travel to the bank during the day and perhaps the music could be played in the evenings only.
- The Speakers in front of Taphouse 127 were cutting in and out. They were temporarily shut off until Tony's One Stop Music could be on site to troubleshoot and improve the signal. No further complaints since.
- Ashley Burns, daughter of Rick Stephenson requested her dad's music be played on Father's Day while they ate in a downtown restaurant. Since Rick's albums (a Frank Sinatra impersonator) are on Spotify, we were able to accommodate.

I. MINUTES OF THE PREVIOUS MEETING

BIA-394-2023 Moved to receive by Amanda Everaert.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. Associate Member Approval – Digital Dragonfly

BIA-395-2023 Motion to approve by Abby Jakob, seconded by Roberta Weston to approve Digital Dragonfly as an associate member.

CARRIED

2. Facelift Grant Approval – Kingsville Massage

BIA-396-2023 Motion to approve by Maria Edwards, seconded by Roberta Weston to approve \$500 to Kingsville Massage for their new signage.

CARRIED

3. Website Recommendation

- I. Five businesses were sent an RFQ by the KBIA – Allegra Print Kingsville, Cowlick Studios, Elev8 Web Studio, Southpoint Sun and Webplanet.
- II. Two did not respond, one was outside our budget guidelines and Allegra and Webplanet responded.
- III. Allegra Print Kingsville was recommended due to being a Associate Member of the KBIA, price, being comparable to Cowlick, willing to offer additional discounts to other KBIA members and willing to work out a payment plan if needed.

BIA-397-2023 Motion to approve by Jason Martin, seconded by Tony Gaffan to award Allegra Print Kingsville the revamping of the website contract with an up to \$3000 + tax, expense budget.

CARRIED

4. Art Society of Kingsville (A.S.K.) – Ad Costs

- I. A.S.K. requested the KBIA to purchase an ad space in support of their Guide to the Murals of Kingsville, Ontario, that will be printed and replaced during their art fair on July 16th & 17th.

BIA-398-2023 Motion to approve by Amanda Everaert, seconded by Abby Jakob to purchase ad space in the A.S.K. Guide to the Murals of Kingsville, Ontario booklet in the amount of \$200,

CARRIED

5. Print Advertising Opportunities 2023

- I. Southpoint Living and Biz X had reached out to the KBIA regarding purchasing ad space in their magazines. The board has determined that they have purchased enough print for 2023 and will not purchase ad space in these magazines. In the event something random comes up, purchasing print in 2023 may be reconsidered.
- II. The coordinator will create a print plan for 2024, to assist in budgeting for the upcoming year, to include by season, how long in print, exposure etc.

6. Beginning Office Clean-up

- I. Begin gathering old paperwork for shredding and hire a company to pick-up and shred it.
- II. Create a list/pile of items to dispose of for board approval.
- III. Make a list of any additional equipment for purchase for board review and approval.

7. Other New Business

- I. On-street Parking – Loading Zones

BIA-399-2023 Motion to approve by David Debergh, seconded by Abby Jakob to write a letter to request the Town to review the availability of loading zones within the BIA business district.

CARRIED

- II. Green Way Jam Corporate Pricing
 - Corporate rates are available to businesses at a rate of \$90 (regularly \$100) for packs of 10 tickets. They can be used as employee rewards, customer gifts, or as an incentive for purchases.

K. OTHER REPORTS

1. **FINANCIAL COMMITTEE** – David & Tony
 - Coordinator will include a “Preliminary” column representing the true, daily spend to the Expense Budget Report for tracking purposes.
 - 2023 interest from reserves will be adjusted to reserve balances, at the end of the year, on a go-forward basis.
 - Any recommendation from the Board, for spending reserves, would need to be brought to the Council for approval. Facelift Grant money from the Town must be applied to Facelift Grant items.
 - Discussing holding a minimum amount of funds in a new GL account to accommodate any redemption of BIA dollars from the public. Exact amount TBD.
 - It is believed that the BIA gifted the clock to the Town. Ryan is investigating further so that funds can be set aside for maintenance etc.
 - Investigating increasing the Facelift Grant from \$500 to \$1000 per business per year for a maximum of \$10,000. Also, may include a security camera program for up to \$250 per year per business.

- Discussed the \$50,000 deductible under the Town's insurance and feel at this time we will remain under their insurance.
- Coordinator to get a quote for monitor arms and a switcher for the laptop for the monitors. Jason volunteered to donate a monitor to the BIA.

2. **BEAUTIFICATION COMMITTEE** – Maria & Amanda – NO UPDATE

- Determined it was beneficial to keep the mums in 2023 and in 2024 RFQ as there is quite a bit of traffic and tourism, due to events in the area, around this time.
- Agreed to include tulip planting and maintenance in the 2024 RFQ.
- Recommended 8 large planters be purchased and placed at the four corners, to put flowers in during the summer, mums in the fall and winter greens during the winter. The 38 planters would therefore be collected by the Town after the mums were removed. Will reach out to Jack Miners to see if they would like the mums.
- Recommended putting decorations on one side of the lite garland.
- Canada Day Celebration:
 - Bring red truck to Carnegie and decorate with white lights, for photo opportunities.
 - Place Canadian flag lite sign where the JOY sign goes. Truck and sign to be downtown week of June 26th until the week of July 24th.
 - We will play Canadian musicians on the sound system June 30th – July 2nd.
 - Christmas in July is July 29th. BIA will support by letting businesses know so they can decorate.
 - The Beautification Committee will oversee the sound system activity.

3. **PROMOTIONS COMMITTEE** – Jason – UPDATE

- KBIA has teamed up with DelFrescoPure for a Father's Day promotion. A random winner will be chosen on June 16th.
- The KBIA will be giving away 2 sets of tickets for the Highland Games, compliments of Counselor Sheri Lowrie. They will be able to win the week of June 19th via two Facebook promotions.
- Coordinator to put a plan together for a Sponsorship versus Event planning for 2024. With limited staff and the risk of liability, it is more feasible to allow BIA business to apply for financial support for events they may do individually or cooperatively with other businesses.
- Coordinator to put a plan together for a Facebook photo contest with a "Shop, Dine, Discover" theme. Followers post pictures from local businesses and within the district and the board chooses winners. Prizes should be significant to intrigue people to participate. Disclaimers will be included for the BIA to utilize the photos on at their discretion. This will create cost savings in the form that the BIA does not have to hire a photographer to take photos.

- It was discussed that a lot of Towns are doing Walking Tours, and if coordinated with other key players, it may be something that we can collaborate on and bring to Kingsville.
- Research is being done to see if implementing KBIA gift cards would be more beneficial for small local businesses within our BIA district. Two types of platforms are currently being looked at. One with a significant start-up fee, monthly fees and utilizing the Visa platform. The second is a percent per transaction and app based, saving the business the credit card fee. More research and talking to the businesses will be ongoing.

BIA-400-2023 Motion to approve by Jason Martin, seconded by Maria Edwards to extend the length of the meeting as there were remaining important items to discuss.

CARRIED

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

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

- Short Term Rental Units & Air B and B Discussion has been deferred until the fall.
- Councillor Lowrie was appointed to the Migration Festival Advisory Committee.

6. **TOWN REPORT** – Sue Rice – UPDATE

- Sue shared the “See Yourself Here” campaign with the board. The campaign includes the QR code link to the KBIA website.

L. NEXT MEETING DATE

The next committee meeting will be held on Tuesday, July 11th, at 6:15 PM.



COMMITTEE MINUTES

M. ADJOURNMENT

Meeting adjourned at 8:36pm

BIA-401-2023 Motioned to adjourn by David Debergh.

CARRIED

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

**RECORDING SECRETARY,
Jodie McIntyre**