



COMMITTEE MINUTES

**KINGSVILLE BIA
SEPTEMBER 12TH, 2023, 6:15PM
CARNEGIE ARTS & VISITORS CENTER**

A. CALL TO ORDER

Jason Martin called the Meeting to order at 6:16p.m. with the following Members in attendance:

MEMBERS OF BIA BOARD:

Tony Gaffan
Roberta Weston
Maria Edwards
Councilor Sheri Lowrie
Amanda Everaert
Abby Jakob
Heather Brown
David Debergh
Jason Martin

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

Sue Rice

ABSENT:

1. NONE

GUESTS:

1. NONE

B. LAND ACKNOWLEDGEMENT

Jason Martin read 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.

- Roberta Weston declared a pecuniary interest under section H. Business & Correspondence – Action Require, #2. Pollinate Kingsville Letter due to her personal relationship with the correspondent.
- Jason Martin declared a pecuniary interest under section J. New and Unfinished Business, #1. RFQ Flower Review & Approval, due to being a potential vendor for the RFQ.

D. PRESENTATIONS/DELEGATIONS

1. NONE.

E. AMENDMENTS TO THE AGENDA

1. NONE

F. ADOPTION OF ACCOUNTS

BIA-414-2023 Moved by David Debergh seconded by Heather Brown to approve the accounts ending August 2023.

CARRIED

G. STAFF REPORTS

BIA COORDINATOR PRESENTED HIGHLIGHTS FROM HER REPORT

1. ENGAGEMENT/SUPPORT

- Highlighted Harvest Moon Party as a great example of sponsorship versus event hosting.
- Mentioned meetings with Purple Dragon & Thompson Manor.
- Discussed still waiting on direction from Town on how to apply for the Flower grant, Sue is following up.
- Website is moving along. Several businesses not listed in the directory & will need to be added.
- KBIA successfully hosted BIAs from DTW, Tecumseh, Belle River, Tilbury, Chatham, Essex & Leamington. Meetings are informative and productive and will continue.
- Reiterated to the board the importance of sharing the information for the MMM on September 20th from 5pm – 7pm.

- Discussed RBC meeting where they are willing to sell our BIA dollars again and willing to redeem them. No changes to the timelines and amounts for this year from last year.

2. PROMOTION

- Mayor's Golf Tournament – golf tees are in and BIA information post cards are being designed for the sway bags. BIA will be onsite educating about the BIA & doing Town trivia.
- Small Business Week Collaboration – The KBIA along with 7+ other local BIAs will collaborate on a gift basket giveaway on social media to raise awareness of each BIA.

BIA-415-2023 A collaboration with local BIAs for a social media gift basket giveaway for small business week, motion to approve by Roberta Weston, seconded by Maria Edwards.

CARRIED

- Best Decorated Business – Businesses to decorate for fall/Halloween with the winning business receiving a \$200 gift card for any BIA business of choice. The board will choose the winner at the November meeting.

BIA-416-2023 Motion to approve by Tony Gaffan, seconded by Abby Jakob for \$200 to purchase a local BIA gift card for the winner of the Best Decorated Business contest.

CARRIED

- Kingsville Trick or Treat – The BIA will run this promotion the same as last year in collaboration with ACCESS EarlyON, on October 27th from 11am – 1pm. Businesses give out Halloween candy and the BIA will print posters and distribute them to the businesses.
- Christmas at the Carnegie – The BIA will host games, food & beverages, and a photo opportunity at the Carnegie on November 18th from 12pm – 5pm. Collaborating with DelFrescoPure & WFCU and potentially other sponsors. Ballots will be given to businesses that they can hand out starting November 13th when a patron makes a purchase, and the patron can come down to Christmas at the Carnegie and use the ballot to enter a draw. Sue Rice has donated \$500 in support of this event from the Community Business/Economic Development Sponsorship.



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BIA-417-2023 Motion to approve by Abby Jakobs, seconded by Tony Gaffan to spend up to \$2,500 on the Christmas at the Carnegie event on November 18th, 2023.

CARRIED

3. POLICIES & PROCEDURES

- Working on a coordinator monthly task spread sheet with tab links to specific SOPs.
- Heather & Roberta are working on an HR policy.
- Coordinator submitted my recommendations for the coordinator job description.

4. BEAUTIFICATION

- Flower RFQ had respondents from Cindy's & Anna's.
- Sue confirmed that decorative light pole topper specs will still go to Shawn.

5. MAINTENANCE

- Shredding of files from 2002-2016 appropriately.
- Still need to remove some large furniture pieces we no longer use.

BIA-418-2023 Motion to receive report by Tony Gaffan.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. THE RUSTIC RENTALS – ASSOCIATE MEMBERSHIP APPROVAL

BIA-419-2023 Motion to approve by Heather Brown, seconded by David Debergh to approve The Rustic Rentals as an Associate Member.

CARRIED

2. POLLINATE KINGSVILLE LETTER

- We received a letter from Pollinate Kingsville requesting our consideration in choosing late season blooming native plants and potentially donating them afterwards to the Horticultural Society or Jack Minor.

- We have accepted the letter and will forward it to our flower provider(s) for consideration next year.

3. THE GREAT MIGRATION PAINT-OUT 2023 & MIGRATION FESTIVAL

- The KBIA will support the Paint-Out by donating \$50 towards sponsoring an award, promoting the event on social media and will send the event support information out to the membership.

BIA-420-2023 Motioned by Heather Brown, seconded by Abby Jakob to approve \$50 to go towards the sponsorship of an award for the Great Migration Paint-Out 2023.

CARRIED

- The KBIA Beautification committee will be decorating the poles at the four corners, provided the Town has no issues, for the Migration Festival parade on October 21st and program the downtown sound system to play country music.

BIA-421-2023 Motioned by Maria Edwards, seconded by David Debergh to approve \$200 to go towards the decorating of the four corners for the Migration Festival.

CARRIED

I. MINUTES OF THE PREVIOUS MEETING

BIA-422-2023 Motion to accept the minutes by Abby Jakob.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. Office Proposal

- The board discussed the current situation with the office location at Carnegie. They determined a proposal to present to the Mayor.

BIA-423-2023 Motioned by Tony Gaffan, seconded by Heather Brown to extend the meeting by 30 minutes.

CARRIED

2. RFQ Flower Review & Approval

- Board proposed the following:
 - SPRING: Forego the tulips

- SUMMER: Cindy's to do these, similar to previous years
- FALL: Cindy's to do these, same as last year.
- WINTER: Anna's to do winter greens around the clock area and 8 of our regular planters at the four corners with a WOW factor. And remove the remaining 30 regular sized planters.

BIA-424-2023 Motioned by Heather Brown, seconded by David Debergh to approve Cindy's to do the summer flowers and fall flowers and Anna's to provide winter greens at the clock, in the JOY sign planters and in 8 of our regular planters, for total of \$41,775.
CARRIED

3. Coordinator Review

- Minutes of closed session taken by chair Jason Martin.
- The personnel committee of Heather Brown and Roberta Weston presented the board with their review of coordinator Jodie McIntyre.
- The board discussed the review, then recommended a compensation package offer for Jodie.
- Jodie and Sue Rice were invited back in for open session.

BIA-425-2023 Motion to offer package to Jodie made by Heather Brown, seconded by Amanda Everaert.
CARRIED

BIA-426-2023 Motion by Heather Brown, seconded by Maria Edwards to extend the meeting by 30 minutes.
CARRIED

4. Budget Review & Approval

BIA-427-2023 Motion by David Debergh, seconded by Amanda Everaert to defer the final budget approval until the next meeting, October 11th, 2023.
CARRIED

5. Other New Business

- Jason has directed the coordinator to do the research on getting a license to do raffles, 50/50s, an AGCO specialty occasion permit to help raise some money.

K. OTHER REPORTS

1. **FINANCIAL COMMITTEE** – David & Tony
 - NONE

2. **BEAUTIFICATION COMMITTEE** – Maria & Amanda
 - Discussed and previewed some examples of side topper lights to replace the light toppers we currently have as they have zero life left in them. Abby mentioned having businesses sponsor and topper and everyone has been asked to bring a idea for a fundraising event to help purchase these as they could potentially cost anywhere from \$30,000 to \$65,000 to purchase. Coordinator to send specs to Shaun at the Town

3. **PROMOTIONS COMMITTEE** – Jason & Abby
 - NONE

4. **PERSONNEL COMMITTEE** – Roberta & Heather
 - NONE

5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie
 - Town Walk – identified the red truck had not been picked up for weeks but has since been picked up, the lot that Capri Pizza is in has several no parking signs but people continue to park there particularly in the evening is on her list, there were some blank walls that could potentially be mutuals like at O’Sarracino for example.
 - Migration Festival parade is returning and there are currently have 13-14 floats so if anyone is interested in putting a float in, please do so. Parade is early in the day.
 - Christmas parade is coming back at 5pm a month after the Migration parade.
 - Strat planning begins tomorrow (September 14th) for the Town.
 - There has been some restructuring throughout the Town’s administration team. Shaun is now the Director.

6. **TOWN REPORT** – Sue Rice
 - Mayor’s Golf Tournament is being supported really well, currently almost 104 golfers so should be pretty close to full. Looking for offers from businesses to put in swag bags by September 19th. The golf will be closing this week, but you can buy tickets for the dinner up until the 19th for \$60 where there is a reception, appetizers, a cocktail coupon and dinner, perch & chicken, a business appreciation presentation, and the Mayor will speak, and the silent auction will close and there will be some music. Create a business community where the BIA is coming out to the 19th hole reception and some



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business support services like the Investment Windsor Essex Business Centre, SECC having some games for interaction.

L. NEXT MEETING DATE

- The next committee meeting will be held on Wednesday October 11th, at 7 PM due to Thanksgiving.

M. ADJOURNMENT

Meeting adjourned at 9:01PM

BIA-428-2023 Motioned to adjourn by Roberta Weston.

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

**RECORDING SECRETARY,
Jodie McIntyre**