



COMMITTEE MINUTES

**KINGSVILLE BIA
NOVEMBER 28, 2023, 6:15 PM
CARNEGIE ARTS & VISITORS CENTER**

A. CALL TO ORDER

Jason Martin called the Meeting to order at 6:22p.m. with the following Members in attendance:

MEMBERS OF BIA BOARD:

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

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

Sue Rice

ABSENT:

Abby Jakob

GUESTS:

1. Karen Loney – Town of Kingsville – Open Streets Report

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.



COMMITTEE MINUTES

D. PRESENTATIONS/DELEGATIONS

1. Karen Lowrey spoke about the new Open Streets and provide a link below for reference.
 - Approved for June 15th (Cottam), July 20th, August 17th, September 21st , Road closure 4pm – 10:30pm with the event running 5pm – 10pm. Approved to not include Division or Main Streets. \$20 fee for non-Kingsville vendors.
 - Town is looking for the BIA to support the Block Party events. The BIA will discuss this further.
 - <https://kingsville-pub.escribemeetings.com/Meeting.aspx?Id=756135bf-4f39-4916-9d67-34c3b16edb97&Agenda=Agenda&lang=English&Item=30&Tab=attachments>

E. AMENDMENTS TO THE AGENDA

1. Budget Presentation with Town of Kingsville – Wednesday, December 13th. Jason Martin to attend.

F. ADOPTION OF ACCOUNTS

- The Board discussed the error Allegra Print made by accidentally printing an additional 1000 BIA dollar pieces resulting in an extra \$20,000 in BIA dollars to be sold at a cost of \$3000 to the BIA. Allegra offered several discounts and free of charge services to compensate for this error. The Board only required an additional 6 months in website monitoring as compensation.

BIA-446-2023 Motion to approve by Heather Brown, seconded by David Debergh, that we have enough in the current BIA Dollar GL to cover the additional \$3,000 cost to the BIA and to accept an additional 6 months of website monitoring as compensation for Allegra's error in printing an additional \$20,000 in BIA dollars.

CARRIED

BIA-447-2023 Moved to receive the accounts ending October 2023 by David Debergh.

CARRIED

G. STAFF REPORTS

BIA Coordinator presented highlights from her report, incorporating the key elements of the KBIA Strategic Plan including:

1. Engagement/Support

- Did a ribbon cutting for the Gluten Free Pantry & JUMP Realty.
- Met with several businesses in the last month between the Trick or Treating and Christmas at the Carnegie events.
- Worked with the Town to come up with a link that allowed businesses to pay their sponsorship invoices online with their credit card.
- Requested the BIA purchase a gift card for Shaun Martinho and his team as a thank you for the excellent job they did to get all the BIA holiday décor out by November 18th.

BIA-448-2023 Motion to approve by David Debergh, seconded by Heather Brown to purchase a \$200 gift card for Shuan Martinho and his team as a thank you for their excellent job getting the BIA Christmas décor out by November 18th,

CARRIED

- Discussed increasing the Associate Membership fee after reviewing what other local BIAs were charging and the fact that there has not been an increase since Associate Members were implemented.

BIA-449-2023 Motion to approve by Maria Edwards, seconded by Tony Gaffen to eliminate the two-tier levels of the Associate Membership and the fee to be \$200 for all Associate Members.

CARRIED

2. Promotion

- The Promotion Committee will review the Sponsorship vs. Event Planning program and report back to the Board.
- Small Business week was very successful. All participating BIAs gave baskets away to different communities. Facebook analytics showed increases in reach by 71%, likes by 541%, visits by 266% and follows by 357%.
- The KBIA Facebook page has reached over 62,000 since August 2022 and visits are up 548% as well.

- Jim's Sub Shop won the Fall into Décor contest, winning a \$200 gift card for any BIA business.
- Kingsville Trick or Treating, in partnership with ACCESS Early ON was very successful with 20 more businesses participating this year. It had a great buzz around town and businesses reported up to 330 kids and most ran out of candy. We conducted a survey with positive responses and some recommendations to close Main Street during the event.
- \$120,000 for BIA Dollars sold out in 2 days. We received a lot of compliments on the new design of the dollars, people liked the QR code and RBC is redeeming the dollars this year as well.
- Christmas at the Carnegie was very successful.
- MMM is set for November 29th at Joe's HOT + COLD from 5:30pm-7:30pm, apps provided by JUMP Realty.
- 28 businesses requested an application for our Holiday Window Décor Grant program. They have until December 20th to send receipts and photos.
- AGM is set for February 27th from 6pm – 8pm, meeting starts at 6:30pm.

3. Policies & Procedures

- Discussed whether the Board would be interested in a Mission, Vision, Values statements. It was determined that just a few key sentences about what we do would be better.

4. Beautification

- We removed 30 planters and focused on 8 main planters at the 4 corners. WE received several compliments.
- We added an additional string of lights to all the lite garlands.
- We programmed Christmas music to begin to play from November 18th.
- Conducted a Town walk with Councilor Lowrie.
- Coordinator to research whether high end garland or real garland is the way to go for the 4 corners for 2024. Sue Rice to find out if there is a specific company we should use for the décor.

5. Maintenance

- Had both laptops cleaned and backed up.
- Discussed selling a wooden filing cabinet that the BIA no longer uses.

BIA-450-2023 Motion to approve by David Debergh, seconded by Heather Brown to sell a wooden filing cabinet for \$50.

CARRIED

- Ordered a new desk and back table.

BIA-451-2023 Motion to approve by Tony Gaffan, seconded by Roberta Weston to clean and back-up the laptops as a priority and purchase some office furniture with remaining budget, up to \$1500 for all.

CARRIED

ADDITIONAL NOTE: David noted we need to schedule some time to realign our strategic plan for 2024.

BIA-452-2023 Motion to receive coordinator report by David Debergh.

CARRIED

BIA-453-2023 Motion to extend the meeting by Tony Gaffan, seconded by Roberta Weston.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. ASSOCIATE MEMBERSHIP – CYCLE WORKS

BIA-454-2023 Motion to approve by Maria Edwards, seconded by David Debergh to approve Kingsville Cycle Works as an Associate Member.

CARRIED

2. FACELIFT GRANT – JUMP REALTY

BIA-455-2023 Motion to approve by Tony Gaffan, seconded by Roberta Weston to approve JUMP Realty for \$500 for the Facelift Grant.

CARRIED

3. FACELIFT GRANT – BRIGHT & EYES

BIA-456-2023 Motion to approve by Heather Brown, seconded by David Debergh to approve BRIGHT & EYES for \$500 for the Facelift Grant.

CARRIED

4. FACELIFT GRANT – FLOWER FASHIONS ON KING

BIA-457-2023 Motion to approve by Tony Gaffan, seconded by Roberta Weston to approve Flower Fashions on King for \$500 for the Facelift Grant.



COMMITTEE MINUTES

CARRIED

5. FACELIFT GRANT – THE MAIN – BUILDING OWNER

BIA-458-2023 Motion to approve by Roberta Weston, seconded by Maria Edwards to approve The Main – Building Owner for \$500 for the Facelift Grant.

CARRIED

6. FACELIFT GRANT – THE MAIN – BUSINESS OWNER

BIA-459-2023 Motion to approve by Roberta Weston, seconded by Maria Edwards to approve The Main – Business Owner for \$500 for the Facelift Grant.

CARRIED

I. MINUTES OF THE PREVIOUS MEETING

BIA-460-2023 Motion to receive the minutes by Tony Gaffan.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. Sponsorship Ideas – this should read “Fundraising” Ideas.
 - This was pushed to the next meeting. The board will brainstorm some fundraising ideas over the holidays and bring them to the table at the January 9th meeting.

2. AGM
 - An AGM Committee was formed for the months of January and February including the Coordinator, Roberta Weston, Heather Brown and David Debergh.
 - Reach out to Pelee Island Winery to see if there is a projector in the Banquet room.

3. Facelift Grant Application Approval
 - Coordinator to send copy of Facelift Grant to Board for review and Board to bring any changes/questions to January 9th, 2024, meeting.

ADDITIONAL NOTE: Roberta Weston applied for the naming of the new school as a business owner as well as a Director of the Kingsville BIA.

BIA-461-2023 Motion to extend the meeting by Heather Brown, seconded by David Debergh.

CARRIED

K. OTHER REPORTS

1. **FINANCIAL COMMITTEE** – David & Tony
 - NONE
2. **BEAUTIFICATION COMMITTEE** – Maria & Amanda
 - NONE
3. **PROMOTIONS COMMITTEE** – Jason & Abby
 - NONE
4. **PERSONNEL COMMITTEE** – Roberta & Heather
 - Board to review title change for the Coordinator.
 - Confirmed that the Board is a Board of Directors
5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie
 - Budget 2024 is out for public feedback.
 - The Strategic Plan is getting close to its final stages.
 - Engineering is in the process of constructing a dedicated westbound right hand turn lane at eh intersection of Main & Jasperson in 2024.
 - TWEPI presented to council & discussed a process to become Rainbow Registered.
 - Carnegie is not to be a rentable space at this time.
 - Lighting by-law to be explored regarding holiday lighting.
 - 4 Corners look excellent. A focus on Jasperson area recommended if there is an appetite to redeploy efforts and spread out.
 - The water wheel is in shop for repairs, winter protection box has been placed for the winter.
 - Pop in visits with businesses – it was nice to say hello with no real agenda.
6. **TOWN LIASON**– Sue Rice
 - Coordinator has been directing businesses to reach out to Sue regarding their concerns with the lighting by-law for her to compile some data to address it.
 - Flooding funding may be available for businesses, Sue to look into it further and let the Board know.
 - The Tourism Plan and Marketing campaign has been presented to the Committee as a whole.



COMMITTEE MINUTES

- The Town of Kingsville would like to team up with the BIA, once again, to place a half page ad in the TWEPI Guide. Prices have gone up significantly, a half page is \$2,900. BIA to consider doing 1/3 of the cost, we did \$850 last year.
- Way finding and gateway signage will be a priority in 2024 for the Town of Kingsville's tourism plan.

L. NEXT MEETING DATE

- The next committee meeting will be held on Tuesday, January 9th, 2024, at 6:15pm.

M. ADJOURNMENT

Meeting adjourned at 9:01pm

BIA-462-2023 Motioned to adjourn by Tony Gaffan, seconded by Roberta Weston.

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

**RECORDING SECRETARY,
Jodie McIntyre**