



COMMITTEE MINUTES

**KINGSVILLE BIA
JANUARY 9, 2024, 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
Maria Edwards
Councilor Sheri Lowrie - Late
Heather Brown
David Debergh
Jason Martin
Roberta Weston
Amanda Everaert – Late
Abby Jakob - Late

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

Sue Rice

ABSENT:

N/A

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.

D. PRESENTATIONS/DELEGATIONS

- NONE

E. AMENDMENTS TO THE AGENDA

1. NONE

F. ADOPTION OF ACCOUNTS

BIA-463-2024 Moved to receive the accounts ending October 2023 by David Debergh, seconded by Heather Brown.

CARRIED

G. STAFF REPORTS

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

1. Engagement/Support

- Reviewed all meeting dates for 2024.
- Highlighted engagement events.
- Members Mix & Mingles (MMM) quarterly dates will be chosen by next meeting with hours from 5:30pm – 8pm.
- Discussed OBIAA Conference on April 28th. Once the itinerary comes out the Coordinator will send it to the Board, and they will decide if any Directors will be attending.
- Any payments will now be allowed through e-transfer and the BIA will provide a cheque to the Town of Kingsville from the Libro account and we will be closing our Libro savings account.

BIA-464-2024 Motion to approve by Roberta Weston and seconded by Tony Gaffan to accept e-transfers for payments to the BIA.

CARRIED

BIA-465-2024 Motion to approve by Roberta Weston and seconded by Heather Brown to close our Libro savings account & transfer funds into the 2-to-sign account.

CARRIED



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2. Promotion

- Discussed December events, their success, and data.
- The Holiday Window Décor grant program was a success with 16 businesses applying.
- Discussed upcoming Valentine's Day promotion.

BIA-466-2024 Motion to approve by Heather Brown and seconded by Abby Jakobs to spend \$200 X 2 on BIA business gift cards and up to \$100 on boosting the Facebook Valentine's Day promotion.

CARRIED

3. Policies & Procedures

- Reviewed and revised the language of the 2024 Facelift Grant application.

4. Beautification

- The sound system has been programmed with an instrumental/acoustic theme. The next special programming will be for Valentine's Day.

5. Maintenance

- Both laptops were cleaned and backed up.
- Purchased a new desk, back table and chair for the office and will attempt to sell the 3 wooden desks.

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. EMAIL – HOLIDAY WINDOW DÉCOR – TROY LOOP

- Shared an email from Troy Loop regarding his appreciation to the Board for providing grant funding for holiday décor to the businesses.

I. MINUTES OF THE PREVIOUS MEETING

BIA-467-2024 Motion to receive the minutes by Heather Brown.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. Entegrus Grant Cheque

- The BIA received a grant cheque from Entegrus. Once the Town determines if it can be applied to the 2024 budget, the Board will decide what to apply it to.

2. TWEPI AD

- TWEPI ad costs have increased substantially, and the Board has decided to not collaborate with the Town of Kingsville with placing an ad.

3. BIA Dollar Update

- \$87,460 has been redeemed so far. Trends are following last year's spending. Dollars expire January 31st, 2024.

4. Approved Budget 2024

- The board reviewed the Council approved 2024 budget.

5. Storage

- The BIA will be paying to store the storage container at a Kingsville facility. Jason Martin to follow up with the cost per month. If additional storage is required a storage unit will be rented.

6. Fundraising Ideas

- The board brainstormed future fundraising ideas for 2024/2025.

K. OTHER REPORTS

1. FINANCIAL COMMITTEE – David & Tony

- NONE

2. BEAUTIFICATION COMMITTEE – Maria & Amanda

- Décor is expected to come down at the end of January. Shaun received the \$300 gift card and is planning a lunch with his staff!

3. PROMOTIONS COMMITTEE – Jason & Abby

- NONE

4. PERSONNEL COMMITTEE – Roberta & Heather

- The committee will review the Coordinator's title by the February meeting.

5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie

- Budget 2024 has been approved with a tax increase for the average home at \$158.17.
- Approved their Strategic Plan – a 2040 Vision for Kingsville.
- Walk the Town - December 21st - popped into Glow to say hello and welcome (owners were not in at the time), stopped in at Shall We Knit?, Olive Branch on Main, Green Heart & Dutch Boys for a hello and happy holidays.

6. **TOWN LIASON**– Sue Rice

- The Town's IT department has the Cogeco internet issue on their radar.
- CEBA loan repayment deadline is approaching, and Sue Rice is concerned, as we are, how it will affect our local small businesses.
- Tourism numbers are in, and restaurant and accommodation numbers are down.

L. NEXT MEETING DATE

- The next committee meeting will be held on Tuesday, February 13th, 2024, at 6:15pm.

M. ADJOURNMENT

Meeting adjourned at 8:08pm

BIA-468-2024 Motioned to adjourn by Tony Gaffan.

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

**RECORDING SECRETARY,
Jodie McIntyre**