



# COMMITTEE MINUTES

**MARCH 12, 2024, 6:15 PM  
CARNEGIE ARTS & VISITORS CENTER**

## **A. CALL TO ORDER**

Jason Martin called the Meeting to order at 6:18p.m. with the following Members in attendance:

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

Tony Gaffan  
Maria Edwards  
Councilor Sheri Lowrie  
David Debergh  
Jason Martin  
Amanda Everaert – Late  
Abby Jakob - Late

### **MEMBERS OF ADMINISTRATION:**

Jodie McIntyre

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

Sue Rice

### **ABSENT:**

Roberta Weston  
Heather Brown

### **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**

1. NONE.

## E. AMENDMENTS TO THE AGENDA

1. NONE.

## F. ADOPTION OF ACCOUNTS

**BIA-475-2024** Moved to receive the accounts ending February 2024 by David Debergh and seconded by Tony Gaffan,

**CARRIED**

## G. STAFF REPORTS

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

### 1. Engagement/Support

- Meet with John & Marisol from Mari's Gelato & Paleta.
- Meet with SECC regarding collaborating on March 26<sup>th</sup>, 2:30pm – 5:30pm for a job fair, at our office.
- Attended the ribbon cutting for Southern Chaarmzz.
- Rescheduled the MMM to March 18<sup>th</sup> at Wineology, upper level. Already have a better response.
- Attended the History of Kingsville Main Street virtual tour hosted by Veronica Brown.
- Met with other BIAs. Significant turn-over with BIA staff in the area. Meeting March 25<sup>th</sup> in Belle River.
- Coordinator will be part of the TWEPI LGBTQ+ Tourism Working Group, who have a meeting on March 21<sup>st</sup>.

### 2. Promotion

- Our Valentine's Day promotion with our winners choosing Butcher of Kingsville & Cindy's. FACEBOOK: Reach was up 224.5%, visits 1800%, Follows 700% from day before. INSTAGRAM: Reach was up 281.3%, visits 1900%, Follows 366.7% from day before.
- Working on an Easter social media promotion (Good Friday is March 29<sup>th</sup>!) – Hop over to our Instagram & Hop on our Instagram – 2 X - \$200 gift cards to businesses of their choice.

**BIA-476-2024** Motion to spend \$400 on the Easter social media promotion by Amanda Everaert and seconded by Maria Edwards.

**CARRIED**

- Will be meeting with Kim from RBC later this month once she is back from vacation. Recommendation made to leaving it there for any potential future redemptions and fees (have asked that they waive fees in the future). Further discussions regarding these funds will be discussed at the Finance Committee Meeting.
- The AGM Committee, David, Heather & Roberta, were thanked for their contribution to the highly successful event. Recommendation was made to have a committee again for the 202 AGM.
- Ad designed for the Daytripper was viewed.

### **3. Policies & Procedures**

- Sent Vice- Chair Tony Gaffan a list of our usual motions so that we can make sure we have consistency at future meetings. A meeting with both the Chair (Jason Martin) and Tony Gaffan (Vice-Chair) will be made to further discuss meeting protocol.
- Contingency Plan remains as a #1 priority.

### **4. Beautification**

- Reprogrammed music after Valentine's Day to more classical Instrumental music. Next programming will focus on Spring!

### **5. Maintenance**

- All unused furniture has been sold.
- All files have finally been shredded at Staples by hand to save some money.

**BIA-477-2024** Motion to accept the Coordinator report by Amanda Everaert and seconded by Sheri Lowrie.

**CARRIED**

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

### **1. STOREFRONT STAYS EMAIL**

- A new business, Storefront Stays, is currently exploring what the model could look like at the R&D stage and has asked us to share their survey link. It could

potentially be pop-up shops, shared shelf space, commercial space rentals within existing storefronts to be determined based on the feedback.

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

**BIA-478-2024** Motion to receive the minutes by Amanda Everaert, seconded by Tony Gaffan.

**CARRIED**

## **J. NEW AND UNFINISHED BUSINESS**

### **1. AGM RECAP**

- Pictures from the event were shared.
- The survey conducted via QR code at the event and by email was reviewed with very positive results. We had 35 respondents. We did a random draw for a \$25 gift card from The Main and the winner was Josh from The Rustic Rentals.
- Next Year: consider more time for networking, shorten the meeting, if possible, acknowledge anyone with a milestone by doing a call out in the newsletter prior to meeting and create a generic letter to send to businesses that are closing after years of business in the district.

### **2. BIA DOLLAR PROGRAM**

- The Coordinator will conduct an audit to confirm the final balances of the RBC bank account.
- Our leading redemptions were Health& Wellness (20%), Fitness & Activities (18%), Home Furnishings & Improvements (16%) & Eye Dental (12%).
- We also reviewed the top, middle & least businesses that redeemed dollars and the amount dedicated to each business from the BIA Dollar budget line.
- We discussed increasing the amount and lengthening the time before the dollars expired and tabled it for a future conversation closer to the event at the end of the year.

### **3. SMALL BUSINESS COLLABORATION**

- Attended a zoom call with Sabrina DeMarco from the Small Business Entrepreneurship Centre on March 4<sup>th</sup> to discuss a potential collaboration regarding a seminar in 2024.

- Currently we'll collaborate with them on the afternoon of June 4<sup>th</sup> to do a walk around to businesses showcasing what they have to offer then have them attend our June 4<sup>th</sup> MMM at 5:30pm-8pm, giving them the floor for a brief introduction & to be on site for any of the business in attendance that have questions.

## K. OTHER REPORTS

### 1. **FINANCIAL COMMITTEE** – David & Tony

- Next meeting is scheduled for Tuesday, March 26<sup>th</sup> at 6pm.

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

- Next meeting is scheduled for Tuesday, March 26<sup>th</sup> at 10:15am.

### **PROMOTIONS COMMITTEE** – Jason & Abby

- Next meeting is scheduled for Monday, March 25<sup>th</sup> at 9am.

### 3. **PERSONNEL COMMITTEE** – Roberta & Heather

- TBD

### 4. **COUNCIL REPRESENTATIVE** – Sheri Lowrie

- The council voted unanimously to revoke the lighting by-law for commercial signs. No reimbursement will be made.
- Property had been severed behind the TD Canada Trust building to make way for the new clinic.
- The Town has acquired 2 new snowplows.
- On the last Walk the Town there were not major concerns.
- Walk the Town is scheduled for Friday, March 22<sup>nd</sup> at 11:30am.

### 5. **TOWN LIASON**– Sue Rice

- Sue Rice expressed on behalf of Ryan McLeod and herself how well the AGM was received and was a success.
- Inspector Daryl Flacks was grateful to the business that had complied to the lighting by-law while in effect.
- The Town will be attending Staycation through TWEPI at the end of April along with the BIA.
- Town is applying for the Rural Economic Grant which could assist in enhancing the main core of Kingsville.
- They are also applying for the My Main Street grant and have met with the BIA for items that would fit within the grant parameters.



# COMMITTEE MINUTES

- They are hosting a Talking Tourism in March and April and the BIA will be able to have input as well as discuss the Associate Membership program.
- The BIA will reach out to the membership and find out what businesses in the BIA district will be open on Monday, April 8<sup>th</sup> (Eclipse day), and share with the Town as well as on their social media outlets and website.
- CAO John Norton and Mayor Rogers are expected to attend the next meeting.

## L. NEXT MEETING DATE

- Tuesday, April 9<sup>th</sup>, at 6:15pm.

## M. ADJOURNMENT

Meeting adjourned at 7:35pm

**BIA-479-2024**      Motioned to adjourn by David Debergh.

*Jason Martin*

**CHAIR, Jason Martin**

*Jodie McIntyre*

**RECORDING SECRETARY,  
Jodie McIntyre**