



COMMITTEE MINUTES

**APRIL 9TH, 2024, 6:15PM
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:

Jason Martin - Chair
Tony Gaffan – Vice-Chair
Councillor Sheri Lowrie
David Debergh
Maria Edwards
Amanda Everaert – Late
Roberta Weston - Late

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

Sue Rice – Town Liaison

ABSENT:

Abby Jakob

GUESTS:

1. NONE

B. LAND ACKNOWLEDGEMENT

Councillor Lowrie 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.

Jason disclosed pecuniary interest on item J. New an Unfinished Business, #1. Flower Contract – Payment Schedule.

D. PRESENTATIONS/DELEGATIONS

1. John Norton – CAO Town of Kingsville
 - John provided an overview of items that potentially may affect the KBIA including events such as the Block Party, Fire and/or Building department, planning, engineering regarding traffic and infrastructure, and the upcoming patio season.
 - Heather Brown provided some feedback about the Eclipse event from The Goose and Vernon's restaurants, stated they were "smoked", business was good both before and after the Eclipse. Also stating TWEPI handed some glasses out to some businesses but not all, which was disappointing. Jason Martin provided information that Cindy's was busy both the Sundays and Monday and included visitors from as far as Ohio and Colorado.

E. AMENDMENTS TO THE AGENDA

1. Letter of Support – Kingsville Cycle Works
 - KBIA provided a letter of support to the KCW for their initiative with WE ReCYCLE Windsor to build bikes for kids that cannot afford to buy brand new ones.

BIA-480-2024 Moved to provide a letter of support by Tony Gaffan and seconded by David Debergh,

CARRIED

F. ADOPTION OF ACCOUNTS

BIA-481-2024 Moved to receive the accounts ending MARCH 2024 by David Debergh and 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**
 - Report on a successful first MMM of 2024 at Wineology. One of our best attended by both the membership and the board.

- Met with the owners of Purple Dragon, La Dulce Café (opening soon), Karen & Shelby from the Town regarding upcoming events and other local BIAs regarding best practices and upcoming collaborating ideas.
- Attended the Talking Tourism Kingsville, hosted the SECC Job Fair in the BIA office.
- Provided information regarding a seminar on Mental Health provided by the Workplace Safety & Prevention Services.

2. Promotion

- Report on the Easter promotion from March 29th with a focus on Instagram. We had 92 new followers that day, with our winners choosing their \$200 gift cards to the Taphouse 127 and My Cousin's Closet.
- Up next is the collaboration with DelFrescoPure for Mother's and Father's day promotions.
- The KBIA will be collaborating with other local BIAs to run a social media promotion to win a \$300 gift basket on July 1st.

3. Policies & Procedures

- Met with Vice-Chair Tony Gaffan to review motions and improve protocols for the monthly meeting.

4. Beautification

- Up next is the July 1st decorating of the 4 main corners. WE will be putting out our red truck, asking to borrow the Fantasy of Lights flag, buying Canadian flags for downtown and placing red and white bows at the 4 corners.

5. Maintenance

- All appropriate files pre-2017 have been properly shredded. This will need to be done yearly on a go-forward basis.

★ It was noted that the Kingsville BIA won the Best Shopping district for the 4th year in a row along with 7 other KBIA businesses.

BIA-482-2024

Motion to accept the Coordinator report by David Debergh and seconded by Heather Brown.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. NONE

I. MINUTES OF THE PREVIOUS MEETING

BIA-483-2024 Motion to receive the minutes by Maria Edwards, seconded by Amanda Everaert.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. Flower Contract – Payment Schedule

- Cindy's Home & Garden, our flower contractor, has requested date changes to the payment schedule of our flower contract due to their suppliers requesting payments upfront.

BIA-484-2024 Motion to adjust the flower contract payment schedule by Maria Edwards, seconded by Heather Brown.

CARRIED

2. Loading Zone Update

- It will be discussed at the next meeting on whether the KBIA board will support a decision to move forward with a formal request to the town to place a loading zone, for all businesses, on Division Street North and/or Division Street South.
- Outstanding items: OPP report and the number of parking spaces on Division Street North and South.
- Sue Rice to provide the proper procedure and motion if the board moves forward.
- Note: Leamington has 9 loading zone spots in their core downtown area.

3. DeMars Media

- The board is not prepared to support DeMars Media as it is not a KBIA business. They are welcome to canvas businesses on their own.
- Discussion of a social media grant program, like the Facelift Grant, may be something for the board to discuss in the future. In the meantime, the board is waiting to see what information the Coordinator brings back from the OBIAA conference at the end of the month.

K. OTHER REPORTS

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

- Met Tuesday, March 26th.
- Added a “Miscellaneous” revenue GL back into the budget.
- Determined a max spending of \$500 without board approval, per month is reasonable with a monthly update on how funds are being spent.

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

- Met Tuesday, March 26th.
- We will be making a map of where we want the planters this year, noting to not put a planter under a hanging basket.
- Sue Rice is assisting with a horticultural contact.
- The committee feels we are missing something for spring at the 4 corners or in the main downtown area. Some suggestions included putting up bows for spring, placing lite flowers in the flowerpots behind the benches at the 4 corners and potentially putting up spring banners.
- Coordinator to find out who did Harrow’s snowflake lights.
- Amanda is researching some heavy-duty pots.
- The KBIA will have a team for Earth Day on April 20th which will include Amanda Everaert, Councillor Lowrie & Abby Jacob.

PROMOTIONS COMMITTEE – Jason & Abby

- Met Tuesday, March 26th.
- Logan DeMars attended the meeting to provide details on what they do for Essex & Belle River’s BIAs regarding video and photos.
- The Coordinator will get more information on the ShopLocal2Win promotion and book a zoom call.
- We will be moving ahead with Christmas at the Carnegie, similar to 2023 but new & improved elements including the ballots program.

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

- Nothing to report.

4. **COUNCIL REPRESENTATIVE** – Sheri Lowrie

- Moving forward, Mayor Rogers will be the council representative for the Police Services board and counsellor Lowrie would like to continue the BIA walk once a month.



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BIA-485-2024 Motion to extend the meeting by 10 minutes by Tony Gaffan, seconded by Maria Edwards.

CARRIED

5. TOWN LIASON– Sue Rice

- Sue provided information about the successful eclipse, where approximately 300 people attended at Mettawa and Lakeside Park, Cedar Island Beach and Cedar Beach had people, and Pelee Island Winery had approximately 200 people. An update on Tourism and the Talking Tourism piece was provided. The Town will have a person contracted to handle the Town's Instagram tourism page and they also joined Ontario Culinary Tourism. BIA will join the Town for TWEPI's Staycation with a new postcard and inquire if businesses would like to donate to a gift basket giveaway. Update on the 2 tourism grants My Main Street & RED, which is expected to be announced around the end of May.

L. NEXT MEETING DATE

- Tuesday, May 14th, at 6:15pm.

M. ADJOURNMENT

Meeting adjourned at 8:24pm

BIA-486-2024 Motioned to adjourn by Tony Gaffan, seconded by Heather Brown.

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

**RECORDING SECRETARY,
Jodie McIntyre**