



# COMMITTEE MINUTES

**JULY 9, 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:**

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

### **MEMBERS OF ADMINISTRATION:**

Jodie McIntyre

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

Sue Rice – Town Liaison

### **ABSENT:**

Heather Brown & Delilah Carreira

### **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.

## **D. PRESENTATIONS/DELEGATIONS**

1. NONE

## E. AMENDMENTS TO THE AGENDA

1. Associate Member – Altr Thrift Shop – Jessica Muzzin

**BIA-512-2024** Moved by Maria Edwards and seconded by Tony Gaffan to accept Altr Thrift Shop as an Associate Member of the BIA.

**CARRIED**

2. Smoking By-law

- There have been some complaints regarding people smoking in the entrances of business. The BIA Coordinator reached out to confirm who enforces the Smoking By-law:

- Enforcement 4 - In addition to any other person responsible for by-law enforcement in the Town or appointed to act as a by-law enforcement officer for the Town; this by-law may be enforced by police officers, or any other person employed by the Windsor Essex County Health Unit who has been appointed to enforce the Smoke Free Ontario Act, S.O. 1994, c. 10 and such persons are hereby appointed as by-law enforcement officers of the Town for this purpose.

- Contact information of was given: Kingsville/Leamington - Dean McKim, 519-258-2146 ext. 3265, dmckim@wechu.org. Coordinator to confirm contact information.

3. Hanging Planter

- It was brought to the attention of the BIA that 1 driver said she could not see the flashing lights at the crosswalk on Main Street East due to a hanging basket. Pictures were taken and it was determined that the basket did not impair vision of the flashing lights.
- It was discussed about putting the flex-poles in the middle of the street like other Towns to increase safety. The Town will do a reminder on their social media to highlight awareness and any other issues can be directed to request@kingsville.ca.

## F. ADOPTION OF ACCOUNTS

- It was noted that the GL account 099-60836 Music Sound System will be over budget due to some unforeseen maintenance on the system.

**BIA-513-2024** Moved to receive the accounts ending JUNE 2024 by Tony Gaffan and seconded by Amanda Everaert.

**CARRIED**

## G. STAFF REPORTS

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

### 1. Engagement/Support

- The BIA will feature a Meet the Board in upcoming Newsletters.
- Discussed with A.S.K. regarding some fundraising ideas.
- Attended the Style Savvy ribbon cutting.
- Handed out the parking letters on Main downtown area.
- Met with Christine from Joy Paralegal – new Associate Member.
- Reached out to Sara from Blush & Bloom Rejuvenation which is opening soon.
- Attended the TWEPI AGM.
- We currently have 8 business confirmed for Google Plates ordered.
- Walked the district with Councillor Lowrie.
- Met with Town Administration regarding loading zones.
- WEBSITE: Placed some ads on from Board members as a test. Forms are now working. Will continue to update new & old businesses and all businesses are now listed in the directory.

### 2. Promotion

- (PIC)BIA Collaboration – July 1st week – Shop Local Canda Day. Essex promoted our giveaway & we promoted Leamington's. Pushed us over 4700+ followers on Facebook. Reach was over 10K on Facebook. Hacking is a huge deal – makes it a full day to monitor.
- Highland Games Promo – Wednesday, June 19th – Winner was Holly Hutchins. Thank you, Sheri, for donating the tickets.
- Block Party – July 20th – 5pm – 10pm. Working on a QR code for survey. Need a tent (Maria to provide), 6' folding table & a couple chairs. We will utilize our banner. Offered décor to the Town events team and they wanted to borrow stuff but wanted the BIA to arrange transportation and use our hours, so I declined.

### 3. Policies & Procedures

- Nothing to report

### 4. Beautification

- New Storage Area: The sea-can is now located at Glen Knight Storage. We received a 1-month free discount. We have 3 access keys and with direction will

give the Town an access card & a set of keys to the sea-can. Access is 7 days a week, 6am – 9pm.

- Canada Day Décor: The Town put out the red truck (but unfortunately didn't hook up the power) & the Canadian flag at the 4-corners. Maria put up red & white bows at 4 corners. The BIA & volunteer from WFCU put Canadian flags around town. Programmed the sound system with Canadian music for the long weekend and the flags were removed on July 8th.

## **5. Maintenance**

- Red Truck: The bottom of the truck is peeling and starting to rust. It was suggested to go to Southern Collision and get a quote to have it repaired. Maria will reach out to Ivan there to arrange this.

**NOTE:** The BIA Coordinator has been nominated for the Collaboration is Key (Partnership & Community) 2024, a new award for the Leamington District Chamber of Commerce Business Excellence Awards.

**BIA-514-2024** Motion to receive the Coordinator report by Amanda Everaert and seconded by Roberta Weston.

**CARRIED**

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

1. NONE.

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

**BIA-515-2024** Motion to receive the minutes by Tony Gaffan, seconded by Abby Jakob.

**CARRIED**

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

### **1. Loading Zone Update**

Met with Shaun, John & Sue focusing on 3 main points: Loading Zones, Parking Spots & Signage. Discussion points included:

- Loading Zones:

- Requested 1 on Division N. by either changing the Food Bank sign on the West side of the street to usage by all businesses or adding an additional spot on the East side, in front of New Designs and take into consideration there is no longer a school crossing located there.
- Place 1 on Division S. by adding a parking spot near the fire hydrant on the West side of the street and making 1 in front of WM Décor, as there is more of a need on that side of the street.
- Therefore, no parking spots not removed, as we know that is not a popular topic these days.
- **Parking Spots:**
  - Add additional parking spots on Main St. E., by measuring and adding parking spots where feasible as all spots are not a consistence measurement.
- **Signage:**
  - All loading zones should have times/days
  - A request for additional signage, for public awareness, on Main W. & E., in the middle of the blocks showing the 2-hour time limit for parking.

Recommend that on a go forward bases that free parking in municipal lots be highlight by both the Town & BIA. The Town will review the discussion and meet with the BIA with the results as to whether the discussion points are feasible and next steps, allowing the results to be brought back to the BIA Board for review.

## **2. BIA as a Non-profit Letter**

- OBIAA advocates for BIAs to be treated equally for the Canada Summer Jobs Program. BIAs, in order to receive 100% funding, need to be treated as non-profits or be provided with a new BIA option for BIAs to check on the application. They wrote a letter to the Federal Minister. The Board has agreed to support this by sending a copy of this letter to our local MP.

## **3. Trick or Treat Update**

- The idea of transforming the BIA office into a haunted basement was discussed with having ASK, DelFrescoPure and any other businesses that want to get involved in decorating the office.
- This would also draw foot traffic to Associate Members & members not in the area that want to participate at the Carnegie.
- The only BIA responsibilities would be to liaison with the participants and provide the space.

- Sue Rice will follow up with the Town Lawyer as to what the liability would be for the BIA if allowing this, including capacity restraints.

## **K. OTHER REPORTS**

1. **FINANCIAL COMMITTEE** – David & Tony
  - No Report.
2. **BEAUTIFICATION COMMITTEE** – Maria & Amanda
  - No Report.
3. **PROMOTIONS COMMITTEE** – Jason & Abby
  - No report.
4. **PERSONNEL COMMITTEE** – Roberta & Heather
  - No report.
5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie
  - Sheri & Jodie attended their monthly walk on June 25<sup>th</sup>. Discussions included loading zone locations, parking spots and signage. Discussed the impact of 8 large planters at the 4-corners, their storage and what to fill them with year-round. Focus on 4-corners then the next 2 corners and so on.
  - There will be a fast-food chain going in where the old Cheesecake on a Stick was located on the North side of Main Street East. Site plan was brought forward but because the owners made a delegation, Council had to speak to it and the compromise was to allow a left in but not allow a left out.
  - Support for the Nurse Practitioner service for Kingsville.
6. **TOWN LIASON**– Sue Rice
  - Municipal parking lots will be put on Google by the Town's tech team and will post them on the #VisitKingsvilleOntario Instagram site.
  - Hogs for Hospice – Sue drafted an information letter for businesses and encouraging them to participate.
  - Sue proposed that the Town and BIA split the cost of a banner to welcome Hogs for Hospice.

### **BIA-516-2024**

Motion Amanda Everaert and seconded by Abby Jakob to spend up to \$500 on a banner with the Town of Kingsville that generically welcomes groups/visitors to the Town of Kingsville and that the Town will hang up and take down at no cost to the BIA.

**CARRIED**

- The BIA link is located on 2 spots on the Town's website but would like to add more if we feel there is a place for it. The coordinator will review and provide feedback to Sue.
- For the BIA seminar event in October, Sue has booked the Grovedale for either October 1<sup>st</sup> or 7<sup>th</sup> at no cost to the BIA.
- The Town will be doing a photo shoot on July 25<sup>th</sup> about downtown shopping in the core area. She'll be approaching business owners that are mother & daughters. Irena Wilson, a local photographer, will also be doing a shoot.
- Tourism truck was revealed this week with Jess Muzzin as the face of the campaign and partnering with S.K. Cornerstone.
- Mayor's Golf Tournament sponsorship levels are available.
- Block Party – Walk the Block initiative. Reached out to A.S.K. to have some chalk artists from 2pm and carry on into the Block Party. July will be small but do more in August and September doing something like Christmas at the Carnegie ballots or Abby's dunk tank.
- Sue to follow up why they haven't started construction on Main Street East.
- Chuck's Roadhouse did their trial run today.

**L. NEXT MEETING DATE**

- Tuesday, August 13th, at 6:15pm.

**M. ADJOURNMENT**

Meeting adjourned at 7:16pm

**BIA-516-2024**      Motioned to adjourn by Maria Edwards.

**CARRIED**

*Jason Martin*

**CHAIR, Jason Martin**

*Jodie McIntyre*

**RECORDING SECRETARY,  
Jodie McIntyre**