



# COMMITTEE MINUTES

**AUGUST 13, 2024, 6:15 PM  
CARNEGIE ARTS & VISITORS CENTER**

## **A. CALL TO ORDER**

Jason Martin called the Meeting to order at 6:17p.m. with the following Members in attendance:

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

Jason Martin - Chair  
Tony Gaffan – Vice-Chair  
Councillor Sheri Lowrie - Late  
Delilah Carreira  
Roberta Weston  
Amanda Everaert  
Abby Jakob  
Maria Edwards  
Heather Brown

### **MEMBERS OF ADMINISTRATION:**

Jodie McIntyre

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

Sue Rice – Town Liaison

### **ABSENT:**

NONE

### **GUESTS:**

1. NONE

## **B. LAND ACKNOWLEDGEMENT**

Delilah Carreira 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. Recycling Changes – August 28<sup>th</sup>
  - On August 28<sup>th</sup> producers will stop providing recycling collection to certain Non-Eligible Sources. Businesses were to register for pick up prior to the 28<sup>th</sup> but have not heard anything EWSWA confirmed business will hear from them the following week with pick up dates. If they did not register and recycling was not collected, they should call EWSWA as soon as possible and there is no guarantee they will be added.
2. Flower Program
  - Jason Martin declared a pecuniary interest under section E. Amendments to the Agenda, #2. Flower Program, due to being the vendor for our flower program.
  - Councillor Lowrie requested that Jason leave the meeting for a discussion regarding the dying of the hanging baskets in the BIA district.
  - The hanging baskets are dying. With past practice of the Town not involved in the maintenance process, the BIA has determined that they will need to be removed and what can be salvaged will be hung starting from the 4 corners, working outward from there.
  - It is important that we inform the businesses of what is happening prior to removing them.
  - There should be no increase to our hours as they would have to come down mid-September and Jason will put up the ones that are salvageable.
  - Jason has indicated that there will be a rebate as Cindy's will not be required water and maintain as many plants for the next month or so. If there is a rebate the Town will be offered half as they provide half of the funding for the flower program through a grant.

## **F. ADOPTION OF ACCOUNTS**

**BIA-517-2024**      Moved to receive the accounts ending JULY 2024 by Tony Gaffan 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

### ENGAGE WITH MEMBERS:

- Met with Wendy about her sidewalk sale initiative. – BIA supports it, will advertise it & assist with chalk if the Town isn't.
- Attended Deerbrook, Peralta Engineering & La Dulce Vida Café ribbon cutting ceremonies & visited altr Thrift Shop
- Checked out the new business Blush & Bloom Rejuvenation.
- Attended the DelFrescoPure Influencer Event and collaborate on a post with one of the influencers for more Instagram exposure.
- Met a few times with Sue, Courtney & Shaun about the My Main Street Grant. Attended the Block Party & doing so again in August. Did our Town walk with Sheri
- MMM - On Wednesday, September 4th from 5:30pm – 8pm at Vernon's Tap & Grill. Vern is providing the venue as well as the complimentary appetizers.

## 2. Promotion

- Amanda ran Facebook social media while I was out of town.
- Provided some status from our Block party survey.
- Held a Kingsville Music Festival Ticket Giveaway on August 8<sup>th</sup> on Instagram & Facebook
- Not a huge response but always good to keep our followers interested
- COMING UP: Will be attending the Block Party – August 17<sup>th</sup> – Doing same as July. Some questions for the next survey for the Block Party was discussed.

## 3. Policies & Procedures

- Working on website SOPs.

## 4. Beautification

- We need to start thinking about the RFQ for the flower program for 2025 and possibly request a 2–3-year contract.

## 5. Maintenance

- Red Truck: Southern Collision provided an estimate for \$349. Jason can pick it up with his truck to deliver it to Southern Collision.
- This cost will fall under GL Miscellaneous.



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**BIA-518-2024** Motion to spend \$349 to repair and seal the red truck by Abby Jakob, seconded by Maria Edwards.

**CARRIED**

**BIA-519-2024** Motion to receive the Coordinator report by Heather Brown and seconded by Amanda Everaert.

**CARRIED**

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

1. Email from the Office of Chris Lewis.
  - In recognition of the month of August being Downtown & Mainstreet Month MP Lewis has requested to meet some of the BIA members.
  - The BIA has offered to stroll the streets with him and has also invited the Town of Kingsville to join.
2. Letter from Leamington Chamber of Commerce.
  - The Leamington District Chamber of Commerce sent a letter congratulating the Kingsville BIA as a finalist for the “Collaboration is Key Award.
  - The Coordinator along with a Board member will attend on behalf of the KBIA Board of Management.

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

**BIA-520-2024** Motion to receive the minutes by Maria Edwards, seconded by Tony Gaffan.

**CARRIED**

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

1. **Main Street Update**
  - Sue Rice shared some information regarding some of the upcoming plans within the BIA district regarding Carnegie and Main Street.
  - The BIA Coordinator will continue to be a consultant regarding upcoming plans.
2. **Ian Murray Seminar Update**
  - EVENT NAME: “Gaining Traction – A Business Seminar”

- DATE/TIME: October 22<sup>nd</sup>. Doors 5pm, seminar 5:30pm-7pm, event ends at 7:30pm.
- PLACE: Grovedale. There will be no charge as the Town of Kingsville will be a sponsor of the event.
- COST: This will be complementary for BIA Regular and Associate Members (be sure to highlight this). Other businesses will incur a cost of \$5 (to be put towards fundraising for the BIA).
- FOOD: With the assistance of the Town of Kingsville we will have coffee, tea, water, and light snacks such as pinwheels, chips, and fruit.
- DOOR PRIZES: We will reach out to BIA businesses and see if they would like to donate anything.
- We will provide a gift for Ian as he is donating his time for this seminar.
- We will post the event in the Newsletter (with details), on social media and on the BIA website, encouraging all to share it.
- We will advertise that we can pre-order the book "Traction" at a discount and will take orders. I will filter orders through his assistant Fernanda. We will make it a rounded amount; in case the exchange rate fluctuates and if there is a need for an additional charge the BIA covers it and if there is a surplus, we filter it to the fundraising account.

### **3. Storage Container Update**

- The Town has now been issued a swipe card and key to our storage at Glen Knight
- Our container has been broken in too, they cut the lock.
- An inventory check was done, and everything appears to be there
- Sue is reviewing if we are covered under the Town insurance, or if we can be a rider under the Town insurance or need to consider content insurance.
- The cost to move the container was \$360.47. Placed it under Misc. since it was unexpected.

## **K. OTHER REPORTS**

1. **FINANCIAL COMMITTEE** – Delilah & Tony
  - The meeting is set up for August 27<sup>th</sup> at 5:30pm.
2. **BEAUTIFICATION COMMITTEE** – Maria & Amanda
  - The meeting will be set up for the first week of September.
3. **PROMOTIONS COMMITTEE** – Jason & Abby
  - Met on Tuesday, August 13<sup>th</sup>

- Jason recommended exploring the option of utilizing Hello gift cards in place of the BIA Dollar program and increasing our budget to \$20K from \$17K, provide a 10% bonus, keeping \$200K local opposed to \$100K. Some things discussed to consider are:
  - The age of people buying dollars like that tangible dollar in their hand.
  - The spending of the gift cards in the businesses will cost the business owner the standard Visa charge where the dollars have no fee.
  - This does not elevate the concern of most of the BIA dollars are being spent at 2-3 large businesses in Kingsville.
- It was proposed to potentially do both.
- Coordinator to review Gift Card Café program.
- The Promotional Committee will move forward with a zoom call with a Hello representative to ask some more questions such as how the merchant gets their money and what is the cost of branding the cards.

**BIA-521-2024**      Motion to extend the meeting by 10 minutes by Heather Brown, seconded by Tony Gaffan.

**CARRIED**

4. **PERSONNEL COMMITTEE** – Roberta & Heather
  - The committee is meeting with the Town for assistance with the Coordinator's contract.
5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie
  - The BIA and Town did their walk and took the opportunity to look at the optics from the 4 corners regarding planters, flowers etc. as well as meeting the night Manager at Chuck's Roadhouse.
  - Visited Blush & Bloom for their soft opening.
  - Highway #3 at Division should be completed by approximately July 2025.
  - There will be a 40-kilometer school zone around the new school and 2 crossing guards until a new light cross walk is installed in 4-6 months, then there will be 1 crossing guard.
  - Assisting with the Coordinator contract.
6. **TOWN LIASON**– Sue Rice
  - Sue has an email from Ryan she will forward to the Coordinator regarding insurance. We need to watch capacity but can move forward with decorating the BIA office for the October 26<sup>th</sup> Kingsville Trick or Treat.



# COMMITTEE MINUTES

## L. NEXT MEETING DATE

- Tuesday, September 10th, at 6:15pm.

## M. ADJOURNMENT

Meeting adjourned at 8:28pm

**BIA-522-2024**      Motioned to adjourn by Abby Jakob, seconded by Heather Brown.

*Jason Martin*

**CHAIR, Jason Martin**

*Jodie McIntyre*

**RECORDING SECRETARY,  
Jodie McIntyre**