



COMMITTEE MINUTES

SEPTEMBER 10, 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
Heather Brown
Amanda Everaert - Late
Abby Jakob - Late
Maria Edwards
Delilah Carreira

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

Sue Rice – Town Liaison

ABSENT:

Roberta Weston

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. PARKING

- 2 Hour Limit
 - The current by-law lists various times of day and time limits for parking depending on where you are downtown.
 - Shaun recommended amend the by-law to create one time of day where we limit parking to 2 hours max. between the hours of 9am and 6pm (as currently signed downtown.
 - Two additional 2-hour signs will be located on each side of Main St. E., mid-way.
 - The BIA supports these recommendations.
- Loading Zones
 - The by-law lists loading zones in places that are currently not in areas where there are parking spaces. For example, the loading zone on Main St E is on the south side of the road, before on-street parking begins. These areas do not have signs.
 - Shaun does **not** recommend keeping them as loading zones and recommends amending the by-law dedicating four spaces in the downtown as loading zones with specific times. He supports the BIA's request to amend the by-law and to sign four parking spaces as loading zones during the specific times of 6am – 12pm. He has **five** potential candidates - In front of My Cousin Closet, Old Vet Clinic, Century 21, WM Decor.
 - The BIA recommend we review with Division South businesses if they want to lose a parking spot from 6am – 12pm as the initial request was to add a spot ahead of the fire hydrant but adding a space is not possible because it would reduce the driving lane below the recommended 3 meter minimum. The BIA will also review with Shaun if we can put a new parking/loading zone in front the Northeast side of division just before Cherry St. and if not, they recommend making the Food Bank loading zone for everyone rather than lose a space and if there are 2 loading zones in this location the Food Bank one is removed in the event the Food Bank moves.. The current Chestnut St. loading zone and the one in front of My Cousin's Closet will remain with 6am-12pm times posted and that there has not been an identified need for one in front of Century 21.

- Additional Parking Spaces – East Main St.
 - The BIA also suggested shortening parking spaces on the North Side of Main St E to potentially gain additional spaces. It does appear that the spaces are a bit bigger on the North side (7.5 m versus 8.0 meters). But entrances limit the addition of spaces. Even if we shortened them, we would not gain an extra space.

NEXT STEPS: Once the 3-meter minimum on Division S. is reviewed and four loading zones have been identified, the next step would be to make a recommendation to Council to amend the By-law. This would need to come from the board directly to Council. Administration would take directive from them, draft a report, and amend the by-law.

F. ADOPTION OF ACCOUNTS

BIA-523-2024 Moved to receive the accounts ending JULY 2024 by Abby Jakob 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

#1: ENGAGEMENT/SUPPORT:

- Attended Blush & Bloom Rejuvenation ribbon cutting ceremony.
- Met with Sue & Courtney regarding the grant.
- Met with Shaun regarding parking and the current flower program.
- Met with Courtney from Town, regarding the events the BIA would like to hold at the Carnegie.
- Ian Murry Seminar
 - The Town has reserved the Grovedale facility.
 - Utilizing the stage, tables & chairs.
 - Ian has been kind enough to provide the “Traction” book for each registered person.
- Collateral for newsletter & social is complete.
- Members Mix & Mingle– September 4th – 5:30pm – 8pm

- Vernon's worked well, had twenty-eight people attend with some new faces such as Altr Thrift, Ursa Major, Fox & Hare.
- There was a lot of food and networking.
- Other
 - Met with the Leamington Chamber of Commerce & Sue Rice regarding collaborations.
 - Met with Financial Committee regarding the 2025 budget.
 - Attended the LGBTQ+ Tourism working group meeting at Caesars Windsor.

2. Promotion

- Block Party – August 17th – 5pm – 10pm
 - Utilized a QR code for the survey.
 - Did not have as many people approach the booth. Most were there for the music.
 - Survey Results: 91% live in Kingsville, 86% shopped in Kingsville before the block party, 73% knew what the BIA was & 50% followed us on social media

COMING UP:

- Kingsville Trick or Treat – October 26th – 11am – 1pm
 - Meet with DelFrescoPure & ASK regarding providing some kids activity in the BIA office. They are talking about some decorations and a photo op in the BIA office and having a storyteller from ASK.
 - This year we will allow BIA businesses outside of the core district and Associate Members to put a table at the Carnegie lawn to give out candy and/or promote their businesses to trick or treaters.
 - Met with KEYS EarlyON to discuss our collaboration again this year and the event will run the same as the previous 2 years and they will have the choice of being located at the Carnegie or in front of EYES.
- Christmas at the Carnegie – November 16th – 3pm – 5:30pm
 - Ballots – will run the ballot program (same as last year) with the expectation of 25+ businesses participating again this year.
 - Have the 360-degree photo op.
 - Looking to rent the inflatable hockey game again from Top Shots.
 - WFCU is reviewing if they can provide a tent again.
 - Want to have more presence with some music, either live band or DJ. Will reach out to Kingsville Music Society and/or the Kingsville School of Music.

- Contacting the Sweet Adelines for a potential appearance. Sweet Adelines gather in celebration of the art form of a cappella singing, barbershop style.

3. Policies & Procedures

- No new report.

4. Beautification

- Mums are coming up next. Possibly Sept. 17-18. Reached out to Shaun again regarding Jason's email.
- Doing the bows (which we have) and 16 corn stalks again at the 4-corners for Migration Festival.

5. Maintenance

- Jason and Jodie will drop the red truck off to Ivan at Southern Collision for the truck bed to be repaired at 10am on Monday, Sept. 16th.

BIA-524-2024 Motion to receive the Coordinator report by Abby Jakob and seconded by Tony Gaffan.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. SOUND SYSTEM COMPLAINTS

- The Town forwarded a complaint to the BIA, but it was unclear if the Town had responded or not.
- I reached out to Vicky, from the Town and let her know I'd like to work with the Town to come up with some language that is customer friendly but consistent from both parties regarding the music playing downtown.

I. MINUTES OF THE PREVIOUS MEETING

BIA-525-2024 Motion to receive the minutes by Heather Brown, seconded by Tony Gaffan.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. 2025 Budget Approval

BIA-526-2024 Motion increase the levy by 2% in 2025 to avoid a large future increase, by Delilah Carreira and seconded by Abby Jakob.

CARRIED

BIA-527-2024 Motion to utilize reserves in the event of a budget shortfall, by Tony Gaffan and seconded by Amanda Everaert.

CARRIED

- A detailed explanation will be provided to the membership regarding the 2% increase and the overall impact on businesses at the 2025 AGM.

2. Flower RFQ

- RFQ will request the bidders to quote price per unit for planters and for hanging baskets as the actual number may be adjusted once budget approval is finalized.
- The RFQ will request a quote with and/or without the cost of water.
- Other options were discussed regarding other potential contractors, increased costs of the flower program, the number of contractors that usually bid and the role the Town of Kingsville plays in the flower program.

BIA-528-2024 Motion to extend the meeting for an additional 20 minutes by Maria Edwards and seconded by Tony Gaffan.

CARRIED

3. TWEPI Holiday Gift Guide AD

- The Board reviewed the cost of the TWEPI ad and determined the value of having a print ad was not beneficial. It was noted that the Town of Kingsville is also not placing an ad this year.

4. My Main Street Grant Update

- The Town of Kingsville is currently working on the following:
 - Placing custom “K” lights on the poles at the 4-corners.
 - Custom toppers to replace the current 41 deteriorating ones.
 - Have 2 sets of seasonal lights that will run beyond the toppers to Heritage and Pelee Winery.
 - At the Carnegie – there will be 6 new picnic tables, one accessible, 2 sails and outdoor lighting. Fixing the sign making it watertight, a sandwich board for A.S.K. & the BIA to use.
 - Planters – purchasing as many possible within budget and the BIA will purchase the remaining required to attain 8 matching planters.

- BIA-529-2024** Motion to request allocation of reserves for the purchase of the remaining matching planters needed for the four corners, which the Town will not provide, as proposed by Maria Edwards and seconded by Abby Jakob.

CARRIED

5. Christmas Window Décor Program

- Due to time constraints this will be pushed to October's meeting.

K. OTHER REPORTS

- 1. FINANCIAL COMMITTEE – Delilah & Tony**
 - No new report
- 2. BEAUTIFICATION COMMITTEE – Maria & Amanda**
 - A meeting is set for September 12th.
- 3. PROMOTIONS COMMITTEE – Jason & Abby**
 - No new report
- 4. PERSONNEL COMMITTEE – Roberta & Heather**
 - No new report
- 5. COUNCIL REPRESENTATIVE – Sheri Lowrie**
 - Thank You to Jodie for representing the BIA at the Council meeting on September 9th. She was there to support Sue in her presentation of the "Walk the Block" My Main Street federal grant that has been received.
 - Authorized a settlement of the appeal before the Ontario Land Tribunal related to 183 Main Street.
 - The Migration Festival is coming up next month with our Kickoff featuring Jody Raffoul, a Vendor Marketplace, Children's Activities and Parade.
 - Organizational restructuring - Sue Rice will be spending some time on economic development and adding support to our Planning & Building departments, working closely with the Mayor and CAO.
- 6. TOWN LIASON– Sue Rice**
 - The BIA will co-sponsor the Putting Contest and Silent Auction for the Mayor's Golf Tournament.



COMMITTEE MINUTES

L. NEXT MEETING DATE

- Tuesday, October 8th, at 6:15pm.

M. ADJOURNMENT

Meeting adjourned at 8:28pm

BIA-530-2024 Motioned to adjourn by Abby Jakob, seconded by Heather Brown.

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

**RECORDING SECRETARY,
Jodie McIntyre**