



COMMITTEE MINUTES

**OCTOBER 8, 2024, 6:15 PM
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
Heather Brown
Amanda Everaert - Late
Abby Jakob - Late
Maria Edwards
Roberta Weston

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

Sue Rice – Town Liaison

ABSENT:

Delilah Carreira

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.

- Jason Martin declared a pecuniary interest under section J. NEW AND UNFINISHED BUSINESS, #1. Flower RFP Approval, due to being a bidding vendor for our flower program.

D. PRESENTATIONS/DELEGATIONS

1. NONE

E. AMENDMENTS TO THE AGENDA

1. NONE

F. ADOPTION OF ACCOUNTS

BIA-531-2024 Moved to receive the accounts ending AUGUST 2024 by Roberta Weston 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:

- A. Engage with Members:
 - Distributed posters to business with Ursa Major & Town of Kingsville.
 - Seminar – Ian Murray – October 22nd – 5pm – 7:30pm
 - Created newsletter & social media ad.
 - Have 19 people registered
 - Need a white board for Ian if possible
 - Venue is booked
 - BIA will provide \$100 towards food for the event from the Advertising & Promo GL.
- B. Improve relationship with the Town.
 - Walked with Councillor Lowrie.
 - Meet with Shaun from the Town to discuss parking/loafing zones and the flower program.
 - Sent parking/loading zone recommendations to Shaun.
- C. MMM – Thursday, November 7th– 5:30pm – 8pm
 - Location – Legion

- Legion to provide the venue and appetizers.
- Military Museum will be open for tours.
- They will also have a scavenger hunt as well in the museum.
- Had a great meeting on October 4th. They are very excited to host our MMM.
- E. Other
 - Leamington District Chamber of Commerce
 - Attended their Business Excellence awards with Roberta – show certificate
 - Karen from Dressed by an Olive was up for Small Business Excellence 1 -9 employees and was ecstatic and honoured.

2. Promotion

A. Mayor's Golf Tournament

- The BIA sponsored the Hole in One and the Silent Auction with over 10 businesses donating prizes for the event. Our winner for the putting contest, Al from Twist, won in sudden death for the win.

COMING UP:

- SMALL BUSINESS WEEK – October 21st – 24th
 - Essex, Tecumseh & Essex are collaborating.
 - Social Media giveaway with posting & sharing between all 3 BIAs.
 - Some Board members donated.
- Kingsville Trick or Treat – October 26th – 11am – 1pm
 - A collaboration with ASK, DelFrescoPure & ACCESS EarlyON.
 - ASK & DelFrescoPure will be decorating the BIA office and have a photo op. set up.
 - ASK is providing a ghost storyteller.
 - Town will provide sidewalk chalk drawers 9am – 11am.
 - Businesses outside the core district and Associate Members can set up a table at the Carnegie.
 - We have 19 responses so far.
- Christmas at the Carnegie – November 16th – 3pm – 5:30pm
 - A collaboration with ASK, DelFrescoPure & WFCU & the Town.
 - Town will provide music for the event and lend us their lawn games and their ballot box.
 - DelFrescoPure will be sponsoring the 360-degree photo op from 3:30pm to 5:30pm.
 - BIA is renting the inflatable hockey game again from Top Shots, with sponsorship opportunity.

- WFCU is reviewing if they can provide a tent again.
- The Sweet Adelines, are unable to perform. The Kingsville School of Music may possibly perform. and they will let us know if they feel they are good enough
- The Grinch will return, and possibly Cindy Lou Who.
- BIA will purchase popcorn, and Ask will hand it out along with sponsoring the hot chocolate.

BIA-532-2024

Motion to raise the Christmas at the Carnegie from \$2,500 to \$3,000 by Abby Jakob and seconded by Amanda Everaert.

CARRIED

- Ballots – Christmas at the Carnegie – November 9th – 16th
 - Businesses wishing to participate will be given ballots to give to customers who spend \$15 or more.
 - Customers will need to drop the ballot with attached receipt to the Carnegie on November 16th.
 - Giving away \$500 in BIA dollars. \$400 to the winner and \$100 to the business they shopped at – sponsored by the Town.
 -

3. Policies & Procedures

- Nothing new to report.

4. Beautification

- Flowers
 - Prepared and distributed the RFP.
 - Reviewed bids for the RFP in prep for the Board meeting.
 - Mums went in – look huge and will look great once they open.

- Migration Fest – October 17 – 19, 2024
 - Decorated the 4-corners with bows and corn stalk again.
 - Decorate on October 1st and will be removed after October 31st.
 - Utilized last year's bows as a cost savings.

5. Maintenance

- Red Truck
 - Delivered red truck to Ivan
 - Met with Ivan regarding additional rusting of the truck.
 - Truck has been repaired and ready for the display in November.

BIA-533-2024 Motion to pay the full amount of \$874 +tax for the repair of the bed liner of the red truck to Southern Collision by Maria Edwards and seconded by Roberta Weston.

CARRIED

BIA-534-2024 Motion to receive the Coordinator report by Tony Gaffan and seconded by Roberta Weston.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. NONE

I. MINUTES OF THE PREVIOUS MEETING

BIA-535-2024 Motion to receive the minutes by Roberta Weston, seconded by Abby Jakob.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. Flower RFP Approval

BIA-536-2024 Motion to award Cindy's Home & Garden the Summer Flowers and the Fall Mums with an amendment from 44 hanging baskets to 25 and award Anna's Flowers the Winter Greens portion of the flower program for 2025, by Heather Brown & seconded by Roberta Weston.

CARRIED

2. Flower Program – Town Involvement

- The Board reviewed the possible options regarding the flower program due to the significant increase of flowers.
- This is open for discussion and any changes would need to be considered prior to the 2026 budget submission to the Town of Kingsville.
- Shaun Martinho will be invited to the January board meeting to field any potential questions the board may have.
- The BIA Coordinator will speak with other local BIAs to see how their flower programs work within their municipalities.

3. BIA Dollar Program

- Coordinator to send a couple of new designs of the BIA dollars for the Board to choose what design they like best.
- Confirmed only putting out \$100,000 (\$15,000 cost to BIA).

BIA-537-2024 Motion to extend the expiry date on the BIA dollars from January 31st to February 28th by Tony Gaffan and seconded by Maria Edwards

CARRIED

BIA-538-2024 Motion to extend the meeting until 8:30pm by Sheri Lowrie and seconded by Tony Gaffan.

CARRIED

4. Holiday Window Décor Program - 2024

BIA-539-2024 Motion to provide the Holiday Window Decor program to the membership by providing a maximum coverage of \$250 for up to a maximum of 20 members and utilizing the same criteria as the 2023 program, by Abby Jakob and seconded by Heather Brown.

CARRIED

5. My Main Street Grant Update

- Sue Rice updated the Board on the progress of the grant including:
 - Example toppers for the 41 decorative poles.
 - Light pole décor lighting to run down Main Street approximately from Heritage until Pelee Island Winery.
 - The Carnegie update regarding the sails, lighting and picnic tables.
 - Details on the digital and print mapping.
 - Signage at the Carnegie.
 - Large planters at the four corners.

K. OTHER REPORTS

- 1. FINANCIAL COMMITTEE – Delilah & Tony**
 - No new report
- 2. BEAUTIFICATION COMMITTEE – Maria & Amanda**
 - No new report

3. **PROMOTIONS COMMITTEE** – Jason & Abby

- No new report

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

BIA-540-2024 Motion to change the title of the BIA employee's title from BIA Coordinator to BIA General Manager, by Roberta Weston and seconded by Amanda Everaert.

CARRIED

5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie

- STRU Bylaw – Public information session was held. It was well attended & received.
- Heritage committee made recommendations to council, which included a recommendation to work with the BIA facelift grant.
- Military Museum made a presentation to discuss their expansion project.
- Communication about province taking back OPP costs, lead by municipality of Tweed.

6. **TOWN LIASON**– Sue Rice

- There is no by-law regarding the parking of bicycles on sidewalks.
- Sue suggests seeing if the owner of the lot located between the Super 7 & Pinstripes would accommodate bike racks.

NEXT MEETING DATE

- Tuesday, November 12th, at 6:15pm.

L. ADJOURNMENT

- Meeting adjourned at 8:38pm

BIA-541-2024 Motioned to adjourn by Tony Gaffan, seconded by Amanda Everaert.

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

**RECORDING SECRETARY,
Jodie McIntyre**