



COMMITTEE MINUTES

NOVEMBER 12, 2024 AT 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
Roberta Weston
Heather Brown
Amanda Everaert - Late
Abby Jakob - Late
Maria Edwards

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

ABSENT:

Delilah Carreira
Councillor Sheri Lowrie
Sue Rice – Town Liaison

GUESTS:

NONE

B. LAND ACKNOWLEDGEMENT

Roberta Weston read 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

NONE

E. AMENDMENTS TO THE AGENDA

1. FACELIFT GRANT – 155135 Ontario Limited (2 Waves Beauty Bar building).

BIA-542-2024 Motion to approve by Roberta Weston, seconded by Maria Edwards to approve 155135 Ontario Limited \$750 from the BIA Facelift Grant.

CARRIED

F. ADOPTION OF ACCOUNTS

BIA-543-2024 Moved to receive the accounts ending SEPTEMBER 2024 by Tony Gaffan and seconded by Heather Brown.

CARRIED

G. STAFF REPORTS

BIA General Manager (GN) presented highlights from her report, incorporating the key elements of the KBIA Strategic Plan including:

1. Engagement/Support

A. Engage with Members:

- Meet with MP Chris Lewis & MP Tony Baldinelli (Shadow Minister for Tourism Niagara) & visited a couple of businesses.
- Approved 5 dates that ASK could utilize our office space. GM will notify the Board about any future requests for space. GM does not need to be present.
- Will be meeting with GPAR about their membership.

B. Improve relationship with the Town.

- Walked with Councillor Lowrie.
- Attended the Small Business Round Table with the Mayor on October 29th. The board felt the focus is on making the Town look good. Lack of weeding was brought up again.
- Met with Gary from the Town to discuss change over to winter greens and holiday décor.

C. GAINING TRACTION – A BUSINESS SEMINAR

- 23 attended
- It was a good presentation and good food!
- The venue was perfect, the group was engaging.
- Ian provided us with some feedback from participants.

2. Promotion

A. MMM – Thursday, November 7th– 5:30pm – 8pm

- 44 registered, 46 attended, 12 associate members or 26%
- Stay tuned for 2025 dates. Different days of the week work might change hours from 5:30pm – 7:30pm.

B. Holiday Window Decor

- We have 7 members that have applied.
- Discussed if there was something that could be done if a plaza owner wanted to purchase décor for the whole plaza. It was felt that this could lead to several issues.

C. Small Business Week

- Essex, Tecumseh & Essex are collaborating. Our winner was Ashley from Essex.
- FACEBOOK: Reach went up 199%, visits up 366% 62 new followers (36,14,5,8 shows shorter contest is more impactful) - INSTAGRAM: 9 followers
- INSTAGRAM UPDATE FOR THIS YEAR: Reach is up 324%, visits 47%, followers up 425 this year.

D. Kingsville Trick or Treat – October 26th – 11am – 1pm

- A collaboration with ASK, DeFrescoPure & ACCESS EarlyON.
- A huge success. Carnegie was busy. 7 tables at the Carnegie. Story telling was awesome!
- Businesses reporting between 500 – 600 kids.
- Discuss postmortem discussion of informing Fire, Police & EMS about the event, possibly providing crossing guards & utilizing the Town's construction signs to post "Drive Slow – Trick or Treaters".
- Maybe giving businesses an orange balloon to identify them as participating.

E. Fall into Décor Contest

- Jim's has won the Fall into Décor contest with 4 votes.

COMING UP:

F. Christmas at the Carnegie – November 16th – 3pm – 5:30pm

- A collaboration with ASK, DelFrescoPure & WFCU & Town of Kingsville.
- Tent is set up on Friday & removed Monday.
- Weather looks good.
- Please share on your social media.

G. Ballots – Christmas at the Carnegie – November 9th – 16th

- 28 businesses are participating.
- Always a struggle with customers trying to drop the ballots off early.

H. Christmas/New Year Promotions – December & January

- Run a Christmas promotion for days on social media for \$100 in BIA dollars.
- Run a Mid-January social media promotion for 5 days for winners to win \$100 each day in BIA dollars.

BIA-544-2024

Motion by Heather Brown, to purchase \$1000 in BIA dollars for social media contests in December and January, seconded by Abby Jakob.

CARRIED

3. Policies & Procedures

- Nothing new to report.

4. Beautification

- Mums came out Friday.
- Maria and I decorated for Remembrance Day.
- Town is starting today with decorating, flowers around the clock & bench will be removed prior to Thursday.
- Anna's is building our winter greens as we speak and will be onsite Thursday to install them.
- We are moving our red truck & frosty frame to in front of the sail structure.
- Reminded the Town that the decorated garland and bows go at the 4-corners and that there are now 3 different types of garlands.

5. Maintenance

- Laptops will be maintained at the end of the year.

BIA-545-2024 Motion to receive the Coordinator report by Heather Brown and seconded by Abby Jakob.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

NONE

I. MINUTES OF THE PREVIOUS MEETING

BIA-546-2024 Motion to receive the minutes by Amanda Everaert, seconded by Heather Brown.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. Expanding Committees

- The Board discussed how to encourage engagement and will put out a call for volunteers through the newsletter. The GM will put a form on the website for members to sign up.
- The BIA will send out a link in a future newsletter for members to submit their ideas regarding promotions.
- The Board considers holding a brainstorming session for members to share their ideas as well,
- We will also post when the next meeting is in each newsletter on the 1st.

2. AGM Committee

- The committee formed last year was effective.
- Heather Brown, Delilah Carreira, Roberta Weston & Jason Martin will sit on the committee for 2025.
- The first meeting will be scheduled in early January.
- The date will be Tuesday, February 25th at the Pelee Winery Banquet Hall.

3. BIA Dollar Program Update

- \$100,000 go on Thursday, November 14th at 9:30am at RBC Kingsville.
- The Town has moved \$15,000 to our RBC account.



COMMITTEE MINUTES

- We have 58 businesses participating and expect some last minute adds once they are on sale.

4. BIA Uniform/Branding

BIA-547-2024 Motion to purchase up to \$500 in BIA attire by Heather Brown, seconded by Tony Gaffan.

CARRIED

5. My Main Street Grant Update

- Sue Rice was unfortunately sick and unable to provide an update.
- Toppers will not all be up for the parade and it's unlikely the lights at the Carnegie will be installed.

BIA-548-2024 Motion to purchase 4 -8' folding tables to use for the BIA office, by Heather Brown, seconded by Abby Jakob.

CARRIED

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
 - No new report
5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie
 - Migration Festival was a great success.
 - Thanks to the BIA for their continued support of the festival weekend.
 - Attended the Gaining Traction – A Business Seminar with professional EOS Implementer, Ian Murray.
 - Very well done. Good turnout. Learned a lot.
 - Fantasy of Lights
 - Parade will kick it off this weekend!

- Thanks for hosting Christmas at the Carnegie which adds so much value to this weekend.
- Highlights from November 4th, Regular Meeting of Council:
 - Council approved the Short-Term Rental By-law and requested that the By-law and fees be reviewed in one (1) year. Council further approved certain licensing fees to be included in the 2025 Fees and Charges By-law and authorized Administration to submit a schedule of set fines to the Ministry of the Attorney General for approval.
 - Council repealed By-law 129-2004, being a By-law to establish and maintain a registry of businesses in the Town of Kingsville and require businesses to register and maintain their registration in the registry.
 - Council approved By-law 85-2024, as amended, being a By-law to prohibit and regulate public nuisances related to large holiday displays in the Town of Kingsville. Council further authorized Administration to submit a schedule of set fines to the Ministry of the Attorney General for approval.

6. TOWN LIASON– Sue Rice

- Unavailable

NEXT MEETING DATE

- Tuesday, January 14th, 2025, at 6:15pm.

BIA-549-2024 Motioned by Abby Jakobs that the BIA Board does not schedule a meeting for December 10th due to lack of quorum, seconded by Heather Brown.

CARRIED

L. ADJOURNMENT

- Meeting adjourned at 7:48pm

BIA-550-2024 Motioned to adjourn by Amanda Everaert, seconded by Tony Gaffan.

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

RECORDING SECRETARY, Jodie McIntyre