



# COMMITTEE MINUTES

**JANUARY 14, 2025, 6:15PM  
CARNEGIE ARTS & VISITORS CENTER**

## **A. CALL TO ORDER**

Tony Gaffan called the Meeting to order at 6:15p.m. with the following Members in attendance:

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

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

### **MEMBERS OF ADMINISTRATION:**

Jodie McIntyre

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

Sue Rice – Town Liaison

### **ABSENT:**

Jason Martin – Chair  
Heather Brown

### **GUESTS:**

1. Shaun Martinho

## **B. LAND ACKNOWLEDGEMENT**

Counsellor Lowrie read Land Acknowledgement.

## **C. DISCLOSURE OF PECUNIARY INTEREST**

Tony Gaffan 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. Shaun Martinho – Flower Program 2026
  - Shaun attended to allow the Board to ask questions regarding the potential of the Town of Kingsville taking over the flower program.
    - The intent is to leave the program as status quo.
    - Cost savings by the Town could lead to expansion of the program.
    - The BIA would be consulted during the RFP process each year.
    - More RFP bidding could happen due to the Town providing the watering.
  - Next Steps:
    - Shaun will gather some financial data.
    - Discuss regarding current assets.
    - Decision to be made by July.

## E. AMENDMENTS TO THE AGENDA

1. NONE.

## F. ADOPTION OF ACCOUNTS

**BIA-551-2025** Moved to receive the accounts ending NOVEMBER 2024 by Amanda Everaert and seconded by Abby Jakob.

**CARRIED**

## G. STAFF REPORTS

BIA General Manager (GM) presented highlights from her report, incorporating the key elements of the KBIA Strategic Plan.

### HIGHLIGHTS:

- CHRISTMAS AT THE CARNEGIE BIA DOLLAR GIVEAWAY
  - Presented Miller's Bakery with \$100 the winner Nicole with \$400 in BIA dollars. We had 29 businesses participated and 350 ballots dropped off at the Carnegie
- CHRISTMAS AT THE CARNEGIE EVENT
  - Higher attendance than previous year, DJ was successful, the 360-degree photo op., the hockey game & the Grinch were a success.
- . CHRISTMAS PROMOTION

- December 17<sup>th</sup> and 18<sup>th</sup>. Gave away \$100 each day to a Facebook & Instagram winner. Winners were from Kingsville, Essex & Windsor.
- . SOUND SYSTEM UPDATE
  - Speakers in front of 15 Main St. W. aren't working. 3 access points are not working. It would cost \$1,148 to replace them or we could move one of the access points at a lesser cost.
  - NEXT STEPS: Determine why all 3 access points went out at the same time and price the units independently.
- . UPCOMING
  - JANUARY 20<sup>TH</sup> – Blue Monday Social Media giveaway – BIA Dollars
  - FEBRUARY 6<sup>th</sup> & 7<sup>TH</sup> - Shop Local Giveaway Promotion – Social Media – BIA Dollars
  - FEBRUARY 25<sup>TH</sup> - AGM
  - OBIAA CONFERENCE – March 30<sup>th</sup> – April 2<sup>nd</sup> – Collingwood – Some Board members may attend.

Upcoming projects were discussed.

## H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. NONE

## I. MINUTES OF THE PREVIOUS MEETING

**BIA-552-2025** Motion to receive the minutes by Roberta Weston, seconded by Maria Edwards.

**CARRIED**

## J. NEW AND UNFINISHED BUSINESS

### 1. Advertising – Daytripper & TWEPI

**BIA-553-2025** Motion to purchase an ad in the Daytripper for \$1425 + tax by Maria Edwards, seconded by Delilah Carreira.

**CARRIED**

- The BIA will allocate advertising dollars to the Daytripper and the Town of Kingsville will be allocating advertising dollars to TWEPI to ensure Kingsville is represented in both publications.

**2. AGM Committee Update**

- LOCATION: Pelee Island Banquet facility
- DATE: Tuesday, February 25th, 2025
- TIME: Doors 6pm, Meeting 6:30pm, Post Mix & Mingle
- THEME: Keep the “Together Makes Us Better” theme.
- FOOD: Heather to ask EDDK again.
- MEMBER GIFT: Sourcing small notebook type gift
- GAME: Will be utilized in place of a guest speaker this year.
- MILESTONE ACKNOWLEDGEMENTS

**BIA-554-2025** Motion to increase AGM budget from \$1200 to \$2500 by Roberta Weston, seconded by Abby Jakob.

**CARRIED**

**3. BIA Dollar Program Update**

- 72% of BIA dollars have been redeemed. We are perfectly balanced. 45 % of the dollars are being spent on Fitness & Activities
- BIA will post on social media and in the newsletter to let the public and businesses know the dollars expire on February 28<sup>th</sup>, 2025.

**4. Storage Container Insurance**

- Our storage container broke in twice since moving it to Glen Knights. Nothing was stolen
- Quotes were gotten for contents insurance.
- NEXT STEPS: See if the container is equipped to accommodate a lock that can't be cut and if not the cost to set it up as such.

**BIA-555-2025** Motion to purchase and equipped a non-cutttable lock if cost is less than the insurance quote of \$300 by Abby Jakob, seconded by Roberta Weston.

**CARRIED**

**5. Facelift Grant Review**

**BIA-556-2025** Motion to increase the Facelift Grant amount from \$750 to \$1000 by Delilah Carreira, seconded by Abby Jakob.

**CARRIED**

## 6. My Main Street Grant Update

- Light toppers and “K”s are up and we have received a lot of positive feedback.
- Seasonal lights (spring/summer & fall/winter) lights will be going up between Heritage Rd. and the main core and approximately Emily Ave.
- Lights are up at the Carnegie, more to come.
- Planters were not able to be purchased for the 4-corners but could be a future BIA initiative.
- Radio ads & print ads were purchased for the Walk the Block campaign.
- Step in Time project has been very successful.
- The chalk art during events has been very successful and could be a potential collaboration between the Town, the BIA and ASK for future events

**BIA-557-2025** Motion to extend the meeting by 15 minutes by Roberta Weston, 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
  - November 25th – council - Fees – water and sewer rates, development charges, fees and charges, community risk assessment
  - December 9th – Drainage information, highway widening project
  - December 11th – Budget - Increased taxes but because of money received from the government to help us with the increase in the OPP salary it was able to keep our tax percentage reasonable.
  - January 12th - Deferred the 6-story discussion until Feb 10 with a full council, approved rate increases for BLRH to cover cost of that license program and approved \$10k a year to military museum.

- Haven't been able to go on a walkabout with Jodie in December or yet in January but we are working on finding a time in our schedules to work.
- QUESTION: Anything the council can do about the recycling problem, especially on Chestnut St. This is a County program, and recycling isn't getting picked up or businesses are putting it out at the wrong time. Sue Rice will investigate whether there have been any complaints submitted to the Town.

**6. TOWN LIASON– Sue Rice**

- The Town of Kingsville is looking to highlight women in business, particularly in the spring which is a slow tourism time. They will be meeting with The Drive magazine to do a feature story and would like to do an event around this topic. This is something the BIA would be interested in potentially supporting and/or sponsoring.
- Signage bylaw standards were discussed. The BIA has been directed to research similar bylaws in other Towns and understand the steps required to add an amendment to the current bylaw.

**NEXT MEETING DATE**

- Tuesday, February 11th, 2025, at 6:15pm.

**L. ADJOURNMENT**

- Meeting adjourned at 8:33pm.

**BIA-558-2025** Motioned to adjourn by Roberta Weston, seconded by Abby Jakob.

*Jason Martin*

**CHAIR, Jason Martin**

*Jodie McIntyre*

**RECORDING SECRETARY,  
Jodie McIntyre**