



# COMMITTEE MINUTES

**MARCH 11TH, 2025, 6:15PM  
CARNEGIE ARTS & VISITORS CENTER**

## **A. CALL TO ORDER**

Jason Martin called the Meeting to order at 6:15pm with the following Members in attendance:

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

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

### **MEMBERS OF ADMINISTRATION:**

Jodie McIntyre

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

Sue Rice – Town Liaison

### **ABSENT:**

Heather Brown

### **GUESTS:**

1. NONE.

## **B. LAND ACKNOWLEDGEMENT**

Councillor Lowrie 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**

1. NONE.

## E. AMENDMENTS TO THE AGENDA

1. NONE.

## F. ADOPTION OF ACCOUNTS

BIA General Manager (GM) presented the budget from JANUARY 2025.

**BIA-566-2025** Moved to receive the accounts ending JANUARY 2025 by Abby Jakob and seconded by Maria Edwards.

**CARRIED**

## G. STAFF REPORTS

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

### HIGHLIGHTS:

- Addressed ongoing parking concerns from members & placed a reminder in our Newsletter.
- Visited businesses reminding them of our upcoming AGM.
- Reached out to El Rancho again via a new email address in hopes of meeting with them.
- Met with Diane, from the Town regarding abolishing our petty cash account.
- Met with Margaret & Ryan from the Town regarding reserves & procedure to obtain them & wrote a letter to council regarding the request for reserves.
- Wrote a statement regarding Town events. Buskers is being pushed to 2026 but still looking at the car show.
- Jenn Brignall Henry was our lucky winner of our Valentine's Day social media contest, where we received much more traffic on Facebook and mostly from current followers whereas Instagram it was a 50/50 split.
- Our Facebook and Instagram accounts are finally connected, making posting much easier and a new 28-day comparison report.
- We currently have 4845 Facebook followers and 2729 Instagram followers for a total of 7574.
- JOY sign has been removed, and the winter greens will be removed by the Town once they are not frozen.

- Netmon has billed us for the troubleshooting of the speakers in front of El Rancho. They will remove a transponder in April to get them working again.

**BIA-567-2025** Motion to send a letter to Shaun Martinho regarding the need for more parking signage in the downtown core by Tony Gaffan and seconded by Abby Jakob.

**CARRIED**

**BIA-568-2025** Motion to receive the General Manager report by Maria Edwards and seconded by Delilah Carreira.

**CARRIED**

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

1. NONE

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

**BIA-569-2025** Motion to receive the minutes by Roberta Weston, seconded by Amanda Everaert.

**CARRIED**

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

##### **1. BIA Dollar Update**

- 92% of BIA dollars have been redeemed. They expired February 28<sup>th</sup>. Businesses have until the end of March to turn them in at RBC. We are perfectly balanced. 36% of the dollars are being spent on Fitness & Activities followed by restaurants at 15%.

##### **2. AGM Review**

- We had a record turnout of 70 people at our 2025 AGM.
- This year we opted to not have a speaker but posted some fun interactive questions.
- We posted a survey with 29 responses and announced our upcoming Shop Kingsville 2 Win promotion.
- We gave away some door prizes and Charbel from Jim's Sub Shop was the winner of a \$50 BIA gift card for participating in the survey.
- Feedback included:

- less food, food labeled & more finger friendly food, provide all utensils, tables clothes for food & prize tables, coffee not required, move food to a better location, more mingling at the beginning, everyone use the mic, shorten number of game questions, break down or narrate the video, eliminate coming soon portion unless brand new and have businesses (logos or storefronts) scrolling at the beginning of the event.

### **3. Shop Kingsville 2 Win Status**

- Libro will be sponsoring the promotion.
- GM wrote a letter to Council regarding an increase in our Advertising and Promotion GL for the meeting on March 17<sup>th</sup>. Jason will be in attendance.
- The poster has been approved, the contract has been signed by the Chair and GM, rules are being reviewed, print specs are out to find a company that can print all the collateral.
- The contest will run from May 5<sup>th</sup> until June 15<sup>th</sup>, with 6 draws of \$1000 (\$500 to a customer, \$500 to the business they shopped at) and a final draw in the 6<sup>th</sup> week for \$1500 to a customer at Libro. To enter customers, upload a picture of their receipt if they've spent over \$10.

### **4. Website Proposal**

- Allegra print has not performed well with the creation and maintenance of our website.
- A quote was received from Web & Print and additional quotes will be provided at the next meeting to decide if we will remove our service from Allegra.

## **K. OTHER REPORTS**

- 1. FINANCIAL COMMITTEE** – Delilah & Tony - Met on March 4<sup>th</sup>,
  - Added Levy and Town contribution to our monthly Revenue sheet for better clarity.
  - Explained Misc. Revenue GL line includes brick sales, donations, sale of any items, ticket sales and fundraising.
  - We closed our Petty Cash fund as it is not utilized.
- 2. BEAUTIFICATION COMMITTEE** – Maria & Amanda - Met on March 4<sup>th</sup>.
  - We will meet with the Town to determine the exact maximum height, width & weight that can be accommodated at the 4-corners, with a focus on the Northwest corner.

- At the Carnegie Green it was discussed about purchasing an arch for the holiday season, creating a photo op area here (or at the 4-corners), with a possible collaboration with A.S.K.
- At the 4-corners we would really like to focus on lit garland that will complement the beautiful new toppers on Main Street. We are pricing new garlands for this area in the hope of having them packaged separately so they can be prepped before hanging each year and find out from the Town how high we can hang the garland and how we can make it look better.

**3. COUNCIL REPRESENTATIVE – Sheri Lowrie**

- Road closures have been approved for the Migration Fest and Fantasy of Lights parade.
- The Facelift Grant approval is approved after the first of the year but is included in the budgeting by the BIA prior to.
- Sheri walked with the BIA GM. Visited RBC to pick up BIA dollars and discuss their charity initiatives, discussed the Wrobel plaza lights and the Facelift Grant.
- Spoke to Crafty Nest about the Facelift Grant now that it has increased to \$1000 per year.
- Sheri will be attending the OBIAA conference at the end of March with the BIA GM.

**4. TOWN LIASON– Sue Rice**

- Sue will speak to Shaun regarding the incoming letter from the BIA regarding parking signage.
- The wrapping of the electrical box on the Southeast side of main street will be done once weather is better.
- The additional pole lighting (2 new sets) has arrived & will be installed shortly.
- The Town will be checking the various outlets on the poles & will let the BIA know about their findings and will share photos from TWEPI with the BIA.
- The Town will be cleaning up the poles downtown and getting rid of any unused ties etc. & are looking into 2 Maple Leafs to install at the four-corners.
- Did a walk with the BIA GM and noted stickers around town and will have them removed.
- The Town ran a full-page ad spotlighting mother & daughter businesses & will be following up with more spotlights on women in businesses within our community.



# COMMITTEE MINUTES

**BIA-570-2025** Motion to extend the meeting by 15 minutes, by Roberta Weston, seconded by Delilah Carreira.

**CARRIED**

**5. PROMOTIONS COMMITTEE** – Jason & Abby - Met on March 10<sup>th</sup>.

- We discussed placing an ad in the Southpoint Tourist Guide. The Town is running a full-page ad that links to our webpage, and the guide is distributed locally. However, we found our ad with the Daytripper to be a better value, so we decided not to proceed with the Southpoint ad.
- Earth Day is approaching, and the BIA will reach out the membership to see if any members would like to join the BIA for clean-up.

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

**BIA-571-2025** Roberta Weston motioned to increase the General Manger's, Jodie McIntyre, salary to \$55,000, retro to January 1, 2025, seconded by Abby Jakob.

**CARRIED**

**BIA-572-2025** Roberta Weston motioned to provide a bonus to the General Manger's, Jodie McIntyre, of \$1500, effective immediately, seconded by Delilah Carreira.

**CARRIED**

**NEXT MEETING DATE**

- Tuesday, April 8th, 2025, at 6:15pm.

**L. ADJOURNMENT**

- Meeting adjourned at 8:30pm.

**BIA-573-2025** Motioned to adjourn by Abby Jakob, seconded by Maria Edwards.

**CARRIED**

*Jason Martin*

**CHAIR, Jason Martin**

*Jodie McIntyre*

**RECORDING SECRETARY,  
Jodie McIntyre**