



COMMITTEE MINUTES

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

A. CALL TO ORDER

Tony Gaffan called the Meeting to order at 6:17p.m. with the following Members in attendance:

MEMBERS OF BIA BOARD:

Tony Gaffan – Vice-Chair
Roberta Weston
Heather Brown
Amanda Everaert
Abby Jakob - Late
Maria Edwards

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

Sue Rice – Town Liaison

ABSENT:

Jason Martin – Chair
Delilah Carreira
Councillor Sheri Lowrie

GUESTS:

1. Karen Loney

B. LAND ACKNOWLEDGEMENT

Roberta Weston 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. Karen Loney – Town of Kingsville Upcoming Events

- Karen discussed the potential of an upcoming exotic car show event on October 4th from 11am – 2pm, with a potential Main street footprint closure from 9am – 3pm.
 - In the past the event has been known to draw 3000+ people.
 - Board recommended the Town speak the effect businesses.
 - It could be good for some businesses but no so much for service industry businesses.
- Karen discussed the potential of a busker's festival for September 26th & 27th from 5pm – 9pm & 11a – 9pm respectfully.
 - Kingsville Block party footprint.
 - It is a non-profit company that runs the event.
 - Town would also be interested in sponsors.
- Next Steps: BIA to send a response to Karen.
- NOTE: These events have not been approved by Council at the time of the meeting.

E. AMENDMENTS TO THE AGENDA

1. Karen Loney – Town of Kingsville Upcoming Events

F. ADOPTION OF ACCOUNTS

BIA General Manager (GM) presented budget from December 2024.

G. STAFF REPORTS

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

HIGHLIGHTS:

- LOCAL BIA MEETING:
 - Meet with Essex, Tilbury and the new Leamington BIA employees in Essex.

BIA-559-2025 Motion to host the next Local BIA Meeting and spend up to \$40 per person, not to exceed \$1000 by Abby Jakob, seconded by Amanda Edwards.

CARRIED

- WINDSOR CHAMBER OF COMMERCE:
 - Meet incoming President & CEO Ryan Donally.
 - Counselor Lowrie attend on behalf of the BIA.
 - Discussed setting up a meeting with Ryan and other local county BIAs.
 - Discussed the Chamber's benefits program with their Board member Andrew.
- BLUE MONDAY PROMOTION:
 - January 20th, we gave away \$100 on both our Facebook & Instagram platforms.
 - We had 3707 Facebook views & 3303 Instagram views which is a strong result and shows our Instagram is gaining traction.
- SHOP LOCAL PROMOTION:
 - February 3rd, we gave away \$100 on both our Facebook & Instagram platforms.
 - This was to promote shop local, considering the new increase tariff threats from the US.
 - The response was a quarter of the responses compared to our Blue Monday Promotion.
- HOLIDAY DÉCOR:
 - All Christmas décor has been removed from the district except for the JOY sign, the frosty poles and a few planter ornaments due to them being frozen.
 - Winter greens will remain in the 8 planters until they begin to turn brown.
 - It was noted that it took longer than usual for the décor to come down do to weather conditions and that the intent is to have them down by the 2nd week of January.
- STORAGE CONTAINER:
 - Ain light of being broken into 2 times since moving to Glen Knight Storage we have purchased a none cuttable lock and cover for our storage unit.
- . SOUND SYSTEM UPDATE
 - The Town was unable to find any root cause at the 3 access points that quit working.
 - Weather was good and Elk did not have any issues or power surges on January 3 at 2:43 PM.



COMMITTEE MINUTES

- BIA-560-2025** Motion to pay to have a current unused transponder moved to enable the nonworking speakers once the weather improves by Roberta Weston and seconded by Amanda Edwards.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. NONE

I. MINUTES OF THE PREVIOUS MEETING

- BIA-561-2025** Motion to receive the minutes by Roberta Weston, seconded by Heather Brown.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. BIA Dollar Update

- 80% of BIA dollars have been redeemed. We are perfectly balanced. 40 % 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 28th, 2025.

2. AGM Update

- Agenda is approved with a few tweaks.
- Amanda and Abby have volunteered to hand out notebooks at the end of the AGM.

- BIA-562-2025** Motion to order 250 notebooks of the same style that the Leamington Chamber has ordered by Roberta Weston, seconded by Amanda Everaert.

CARRIED

3. Flower Program Update

- When the 2025 flower contract went out for tender the intent was to purchase 8 XL planters. We have not purchased them so the flower contract will need to be amended.

- The majority were in favour of increasing the number of hanging baskets accordingly and ask Anna's to increase the "WOW" factor from last year and leave the quote untouched.

4. OBIAA Conference

- GM is booked for the conference.
- No attending Board members showed interest in attending.
- Early bird registration ends February 28th.

K. OTHER REPORTS

1. **FINANCIAL COMMITTEE** – Delilah & Tony
 - Meeting scheduled for March 4th at 5pm.
2. **BEAUTIFICATION COMMITTEE** – Maria & Amanda
 - Meeting scheduled for March 4th at 9am.

BIA-563-2025 Motion to extend the meeting by Maria Edwards, seconded by Abby Jakob.

CARRIED

3. **PROMOTIONS COMMITTEE** – Jason & Abby
 - Meeting scheduled for March 10th at 3pm.
 - Shop Local 2 Win Promotion presentation – Abby Jakob
 - Abby presented to presentation. <https://www.shoplocal2win.com/>
 - The Board thought it was a great time, given the economy to run the program.
 - The program will occur in the spring, will include Associate Members, we will utilize a local printer and direction to look for a sponsor if possible and will utilize reserves to pay for the promotion.

BIA-564-2025 Motion to order 250 notebooks of the same style that the Leamington Chamber has proceed with the Shop Local 2 Win promotion by Abby Jakob, seconded by Heather Brown.

CARRIED

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

- No new report

5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie

February 11th Council Report:

- 1) Walk with the BIA Manager – Due to weather there was no walk in January. I hope to have a walk-about before the March meeting.
- 2) **Attended the Board Breakfast** for the Windsor Chamber of Commerce with Jodie.
- 3) **BIA Manager Contract** – still ongoing

Since our last BIA meeting, Council met on Monday January 27th and Monday February 10th.

Council Highlights relevant to the BIA:

- Council approved the recommendation from the Communities in Bloom (CIB) Committee to refrain from entering the 2025 National CIB judging competition.
- Council approved By-laws 4-2025 and By-Law 5-2025, being By-laws to amend the Official Plan and Comprehensive Zoning By-law 1-2014, increasing max height to to 22 m (6 storeys).
- Council approved road closures for King Street (same footprint as last year) for the Kingsville Block Party for the following dates and times:
 - Saturday, July 19, 2025, from 3:00 pm to 11:00 pm
 - Saturday, August 16, 2025, from 3:00 pm to 11:00 pm
 - Saturday, September 20, 2025, from 3:00 pm to 11:00 pm
- Council approved the implementation of a \$50.00 vendor registration fee for all participating marketplace vendors for the Kingsville Block Party. BIA asked if BIA members had to pay to have a booth.
- Council approved the closure of Jasperson Lane (old Jasperson) to traffic on July 1, 2025, from 12:00 pm to 9:00 pm for Canada Day events, and on September 30, 2025, from 11:00 am to 1:00 pm for the National Day of Truth and Reconciliation event.

6. **TOWN LIASON**– Sue Rice

- Sue continues to track the tariff issues.
- She can provide some swag for the BIA AGM.
- Noted that several Kingsville BIA businesses are up for the Best of Windsor Essex awards and the Town will be promoting these businesses on their social media site.



COMMITTEE MINUTES

- My Main Street Grant Update
 - Signal box next to CIBC will be wrapped, other seasonal lighting will go up in March and the decorative light poles will be redone.
 - Tourism Kingsville is advertising in TWEPI and Wine Country.
 - International Women's day programming will happen with an emphasis on the mother/daughter businesses in town, a full-page ad in the Southpoint Sun and a Women in Business themed seminar.

NEXT MEETING DATE

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

L. ADJOURNMENT

- Meeting adjourned at 8:49pm.

BIA-565-2025 Motioned to adjourn by Abby Jakob, seconded by Maria Edwards.

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

**RECORDING SECRETARY,
Jodie McIntyre**