



COMMITTEE MINUTES

APRIL 8TH, 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
Heather Brown
Councillor Sheri Lowrie
Maria Edwards

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

MEMBER(S) OF TOWN:

Sue Rice – Town Liaison

ABSENT:

Abby Jakob
Amanda Everaert
Delilah Carreira

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. Additional Collaboration with Libro.
 - Direction to collaborate with Libro with details approval to be made by the Marketing Committee.

F. ADOPTION OF ACCOUNTS

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

BIA-574-2025 Moved to receive the accounts ending FEBRUARY 2025 by Tony Gaffan 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:

- Attended the Leamington Chamber of Commerce event Empower Her Mind.
- Meet with ASK – they will be using to discuss the use of the BIA Office.
- Discussed an email from a member regarding keeping businesses clean, smoking by-law infractions, cigarette butts not being cleaned up and bikes in front of 37 Main St., E.
 - It was advised regarding smoking by-laws, and cigarette butts that members send an email to requests@kingsville.com and the Town Liaison, Sue Rice and the BIA GM will attempt to set up a meeting with the owner of Amazing Bins to discuss the bicycle issue.
- Parking letter to Shaun Martinho was approved to send.
- In collaboration with DelFrescoPure, the Mother's Day will be giveaway on 7th & 8th with the draw on 8th and the Father's Day giveaway will be on June 11th & 12th.
- A review of our Facebook & Instagram pages revealed a decrease in activity; however, we have not run any promotions in the last month. Our followers are up .45%.
- We will be doing an Easter social media giveaway for a \$100 gift card for both Facebook & Instagram on April 14th.
- The GM attended the OBIAA Conference on March 30^t – April 2nd.
 - Also in attendance was Kim Dennis from the Essex Board who owns Onxy Fitness in Essex, Kelly Baillargeon the Essex BIA Coordinator, Gloria

Mailloix the Tilbury Executive Director & Marketing Manager and Councilor Lowrie.

- There was interest from the Board regarding the Canada eh!" sign that Classic Display had at the conference, at a cost of \$8400.
- Round planters have been hard to source & Equinox was at the conference and have several options to discuss with the Beautification Committee
- Disused gift cards with AnyCard who charges a 5% fee for the use of gift cards. This may be a future BIA initiative.
- A Lux LCD digital kiosk was available that would be a great for a grant project, to be placed at the 4-corners. The BIA GM to follow up with more details.
- Additional details from the conference, including GoBIA, garland, FICE and levies will be discussed in upcoming BIA meetings.

BIA-575-2025 Motion to receive the General Manager report by Heather Brown and seconded by Maria Edwards.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. NONE

I. MINUTES OF THE PREVIOUS MEETING

BIA-576-2025 Motion to receive the minutes by Roberta Weston, seconded by Tony Gaffan.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. BIA Dollar Update

- 99.04% of BIA dollars have been redeemed. 33% of the dollars are being spent on Fitness & Activities followed by restaurants at 15% and Home Furniture & Improvements at 11%.
- The Board reviewed the details of what businesses utilized the BIA Dollar program.
- Businesses only had until March 30th to redeem their BIA dollars, as per their contract.

2. Flower Program Update

- The BIA GM reached out to Shaun Martinho regarding follow up about the flower program. He has not had a chance to follow up from our last meeting. The BIA GM requested Sue Rice to assist with connecting with Shaun.
- Outstanding items include reaching a decision by July to allow ample time for the Town to plan the transition if it were to occur or for the BIA to go out for quote if it were not to occur, and for Shaun to gathering some financial data on his end and determine current assets (ie. Who owns planters, hanging baskets, inserts etc.)

3. Shop Kingsville 2 Win

- Visuals of the Buck slip, Novelty Cheque, Poster & Tent Card were shared.
- A printer for our print material has been sourced – SPEEDPRINT.
- GM Attended a zoom call with Libro, approved collateral as did Libro, reviewed legal language for the promotion, created a sponsorship agreement contract for Libro and had it signed and filled out application to have the sponsorship funds from Libro moved to the BIA account.
- Reserves were approved to be moved over to our Advertising & Marketing GL by council

4. Website & T-Shirt Updates

- Website - Two quotes have been obtained for websites; additional quotes will be obtained to be presented at the next meeting.
- T-Shirts - Four quotes were presented at the meeting for t-shirts. An additional quote will be obtained from Lazer Print.

BIA-577-2025 Motion to spend up to \$1,000, on up to 100 t-shirts for volunteers and promotional use by Heather Brown, seconded by Tony Gaffan.

CARRIED

5. Social Media Seminar

- Data from our AGM indicated 42% of our members would like some assistance with their social media platforms.
- In addition to the AGM data, a member reached out requesting an information session on social media with the support of 2 other local businesses.
- The Board is in support of a social media seminar and has directed the BIA GM to looking into an appropriate format and presenter(s) and report back with information at the next meeting.
- Ideally September would work best for this potential event.

6. Credit Card Limit

- The current limit has not been enough to cover incoming invoices.
- Verification, approval and GL designation is required by the BIA GM.

BIA-578-2025 Motion to limit to \$5,000 by Tony Gaffan, seconded by Heather Brown

CARRIED

K. OTHER REPORTS

1. **FINANCIAL COMMITTEE** – Delilah & Tony
 - No Report
 - Committee to meet in the future to discuss the levy.
2. **BEAUTIFICATION COMMITTEE** – Maria & Amanda - Met on March 4th.
 - No Report
 - Committee to meet in the future to lite garland & the Canadian eh! Sign.
3. **PROMOTIONS COMMITTEE** – Jason & Abby - Met on March 10th.
 - No Report
 - Committee to meet in the future to discuss a potential future Libro collaboration.
4. **PERSONNEL COMMITTEE** – Roberta & Heather
 - No Report
 - Jason to send Jodie, the General Manager, the contract for signature.
5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie
 - No Report
6. **TOWN LIASON**– Sue Rice
 - Town will be at Staycation and the BIA will also be participating on April 25th & 26th at Devonshire Mall
 - Several Tourism events have taken place including speaking at the Leamington Chamber of Commerce event, and a tourism focus event and a Talk Tourism update event, both at which the BIA attended.
 - There is an opportunity to buy lite Canadian flags for the 4-corners at a cost of \$1,000 each.



COMMITTEE MINUTES

NEXT MEETING DATE

- Tuesday, May 13th, 2025, at 6:15pm.

L. ADJOURNMENT

- Meeting adjourned at 8:01pm.

BIA-579-2025 Motioned to adjourn by Tony Gaffan, seconded by Heather Brown.

CARRIED

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

**RECORDING SECRETARY,
Jodie McIntyre**