



COMMITTEE MINUTES

**MAY 13TH, 2025, 6:15PM
CARNEGIE ARTS & VISITORS CENTER**

A. CALL TO ORDER

Tony Gaffan called the Meeting to order at 6:16pm with the following Members in attendance:

MEMBERS OF BIA BOARD:

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

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

TOWN LIASON:

Tara Hewitt

ABSENT:

Jason Martin – Chair

GUESTS:

1. Shaun Martinho – Town of Kingsville

B. LAND ACKNOWLEDGEMENT

Councillor 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:
 - a) PARKING:

- The Town of Kingsville will move forward to make the limited hours for parking consistent throughout the downtown area.
- The enforcement bylaw will be amended with the Town bylaw officers responding to parking bylaw violations according to bylaw regulations.
- The loading zone on Division North will be relocated to the Northeast side of the street.
- BIA GM to submit a service request to have a no parking sign erected in the approximate area of 20 Main St. E.

BIA-580-2025 To submit the letter sent to Shaun Martinho, dated April 29th, 2025, to the Council regarding parking regulations, motioned by Amanda Everaert and seconded by Roberta Weston.

CARRIED

b) FLOWER PROGRAM:

- Shaun provided the breakdown of the flower program asset costs, indicating that the expenses were mostly distributed 50/50 between the Town and the BIA, noting that he believes the BIA
- Shaun presented 2 options for the Town to take over the flower program from the BIA:
 - 1) The Town takes over the program 100%. This would mean all decisions would be the responsibility of the Town of Kingsville including the distribution of flowers throughout the BIA district, Cottam etc. The Town does recognize the importance of beautification being key in the downtown area.
 - 2) The BIA continues to have “skin in the game” by covering 50% of the cost of the flowers (approximately a \$10,000 savings) while the Town will be responsible for the labour, maintenance, watering, going out for RFQ and the BIA will be consulted in colours, improvements, in the choice of supplier and the focus of flowers will remain within the district, with no changes within the first 5 years, unless in the case of improvements. NOTE: Either way our hours the Town donates would be recalculated.
- Recommendation was to push the decision to the next meeting when Jason Martin, Chair, is present.

E. AMENDMENTS TO THE AGENDA



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1. MAT Tax:

BIA-581-2025 To inform members about the MAT tax and collect their opinions via the Town portal or a brief BIA survey. Motioned by Heather Brown, seconded by Roberta Weston.

CARRIED

F. ADOPTION OF ACCOUNTS

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

BIA-582-2025 Moved to receive the accounts ending MARCH 2025 by Maria Edwards and seconded by Roberta Weston.

CARRIED

G. STAFF REPORTS

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

HIGHLIGHTS:

- Met with the owner of PR Pilates.
- Walked around the district with the Libro team from London.
- Met with the Town & DeFrescoPure regarding a Woman's Day event.
- Participated in the Rotary clean up in the BIA District with Sheri, Amanda & volunteers from Wrobel Massage.
- Attended the ribbon cutting for Subway
- Met the owner of Professional Tailoring Alterations
- Distributed material for the SK2W.
- Attended Staycation where we gave away a basket over \$1000
- Attended the Town's volunteer dinner & assisted in serving.
- Attended the Leamington Chamber's AGM.
- We gave away Seussical Jr. Tickets to Dawn from Momma Bear's Bakery donated by Counsellor Lowrie. We will continue to do giveaways to our membership periodically going forward.
- Lucille & Laurie won our Facebook & Instagram Easter gift card giveaway
- Dawn Horvat won our Mother's Day gift basket, valued at over \$700.
- Up next is our Father's Day giveaway in June.

- Social Media Update – Facebook followers are up by 26 and up by 93 on Instagram. Views, Reach, Interactions numbers have increased except for a slight decrease of Facebook views.
- Reviewed the details of the Shop Local 2 Win National Promotion that is running from August 11th – September 21st. The Board would like to see how our current promotional success is and to review how Shop Local 2 Win's first National campaign does before moving forward with a commitment.

BIA-583-2025 Motion to receive the National Campaign information by Heather Brown, seconded by Abby Jakob.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. Terry Fox Run Letter
 - The BIA will support the Terry Fox run on September 14th by sharing the event with our membership, including finding out if there is a specific message they'd like to share and by promoting the event on our social media pages.

I. MINUTES OF THE PREVIOUS MEETING

BIA-584-2025 Motion to receive the minutes by Roberta Weston, seconded by Heather Brown.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. **Shop Kingsville 2 Win Update**
 - The Kingsville BIA has surpassed any promotion Shop Local 2 Win has hosted. The closest successful campaign saw 510 entries from 285 entrants in the first week of the campaign, where the KBIA saw 1,156 entries from 443 entrants.
 - The customer winner was Wayne Calder and the business winner was Erie Shores Family Dentistry. Cheques will be awarded on May 15th at 12pm at the dentistry.
 - The KBIA was given data for the number of entries entered for each business. The BIA newsletter will go out with the winning customer and business photo and a list of the top 10, non-corporate businesses.

- The KBIA will be obtaining the services of Rylee Wallace to provide the BIA with 6 winner photos and 6 reels to promote the SK2W experience around town. Cost will come out of the Marketing and Promotion GL.

2. Website Update

BIA-585-2025 Motion to proceed with Mainstream Marketing to revamp our current website and take over future maintenance of the site and our email by Amanda Everaert, seconded by Abby Jakob.

CARRIED

3. No Smoking Signs.

- It was noted that there are No Smoking signs at Lakeside Park.
- Shaun Martinho was going to go back to the Town and see if there is someone he can discuss the issue of people smoking outside businesses on Main Street and who should be contacted to report an infraction of the No Smoking bylaw which prohibits smoking so many feet from a public building.

4. Mayor's Golf Tournament

- The Mayor's Golf Tournament is on September 25th with funds raised going to the Kingsville Recreation Fund. The Board has agreed to provide the same donation as in 2024.

BIA-586-2025 Motion to provide a local BIA gift basket to the winner or Closes to the Pin as well as additional donated items to the Silent Auction by Roberta Weston, seconded by Delilah Carreira.

CARRIED

BIA-587-2025 Motion to extend the meeting by 15 minutes by Sheri Lowery, seconded by Maria Edwards.

CARRIED

5. Block Party Support

- The Town of Kingsville is hosting Block Parties on July 19th August 16th & September 20th. The Board has determined that last year's participation did not reap any benefits and the \$500 cost to giving away gift cards could be better utilized for other marketing promotions.



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BIA-588-2025 Motion to not participate in the Town of Kingsville Block Parties by Heather Brown, seconded by Abby Jakob.

CARRIED

6. June Members Mix & Mingle (MMM)

- Targeting June 24th – 5:30pm-8pm
- Hold at the Carnegie Green
- ASK to sponsor the apps
- Have The Goose to hold the permit to serve alcohol (wine/Beer/Specialty Drink)
- Next Steps: Meet with Courtney, from the Town; to confirm the date is ok, we are permitted to have alcohol and if they can assist with any fencing.

7. ADDITIONAL NEW BUSINESS – Respect in the Workplace

- Delilah, who is the Manager at Libro Credit Union, brought awareness to the Board regarding escalating events of disrespect in the workplace including the Kingsville branch. Delilah provided a sample of an initiative done by the Town of Essex. It was discussed whether supporting an anti-harassment message is something the BIA and/or the Town of Kingsville would be interested in supporting.

BIA-589-2025 Motion to request that the Town of Kingsville collaborate with the Kingsville BIA on an anti-harassment campaign by Roberta Weston, 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**
 - No Report
 - Committee to meet in the future to lite garland & planters.
 - GM received direction to inquire about the “eh! Canada” sign from Classic Displays.
- 3. PROMOTIONS COMMITTEE – Jason & Abby.**
 - No Report

4. **PERSONNEL COMMITTEE** – Roberta & Heather
 - No Report

5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie
 - Adopted By-law 28-2025, being a By-law to regulate the connection and discharge into Kingsville Sanitary Sewer System by Greenhouses and Greenhouse Premises, with amendments.
 - Adopted By-law 34-2025, being a By-law to amend the Town's Water and Sewer Rate By-law 90-2024, which includes the fees to cover current and future expenses associated with monitoring and treating discharge from Greenhouses and Greenhouse Premises connected to the Town's Sanitary Sewer System.
 - Deputy Mayor DeYong gave a notice of motion regarding the 2nd Annual Prince Adventure's Exotic Car Show in Kingsville's downtown area and requested that at the next Regular Council Meeting, Council approve the closure of King St. to Chestnut St. from 9 am to 3 pm on October 4, 2025, subject to terms and conditions decided by the Special Events Review Team (SERT).
 - Adopted a By-law to appoint members to the Fantasy of Lights Committee and Heritage Advisory Committee.
 - Strong Mayor Powers came into effect as of May 1st

6. **TOWN LIASON** – Tara Hewitt
 - Tonight was Tara's first night. A report will be submitted on a go forward basis.

L. NEXT MEETING DATE

- Tuesday, June 10th, 2025, at 6:15pm.

M. ADJOURNMENT

- Meeting adjourned at 8:45pm.

BIA-590-2025 Motioned to adjourn by Abby Jakob, seconded by Amanda Everaert.

CARRIED

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

RECORDING SECRETARY, Jodie McIntyre