



COMMITTEE MINUTES

**JUNE 10TH, 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
Amanda Everaert - Late
Delilah Carreira

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

TOWN LIASON:

Tara Hewitt

ABSENT:

Abby Jakob

GUESTS:

1. John Norton & Brandon Stanley – Town of Kingsville

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. John Norton
 - i. Introductions:
 - John formally introduced Tara Hewitt who has taken over the Tourism portfolio and the BIA liaison role since the resignation of Sue Rice. He also introduced

Brandon Stanley, who is the new Business Relations Officer. Brandon will focus more on greenhouses, housing development & industrial development.

ii. Pertinent Issues:

- There was an open discussion regarding any pertinent issues. Jason Martin raised the issues of road closures regarding poor timing and planning and Hydro One issues where there is constant loss of power and power surges to businesses causing them significant costs in electronic equipment and loss of sales. Roberta Weston & Heather Brown agreed regarding the Hydro One issues. Jason requested Town support & any effective contact information to help resolve this ongoing issue.

iii. MAT Tax

- The BIA reviewed the MAT Tax results which showed 74.2% against the tax, 12.9% for the tax & 12.9% neutral regarding the tax (if neutral numbers are removed it is 85% against 15% for the tax.). Specific comments can be provided to the town upon request. NOTE: This was moved forward from J. NEW & UNFINISHED BUSINESS – 6. MAT Tax, due to John Norton being present, for discussion.

E. AMENDMENTS TO THE AGENDA

1. NONE

F. ADOPTION OF ACCOUNTS

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

BIA-591-2025 Moved to receive the accounts ending APRIL 2025 by Heather Brown and seconded by Mara 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 a Ribbon Cutting for Amazing & the Banded Goose.
- Attended the ASK AGM.
- Walked with Tara Hewitt downtown to introduce her to some of the businesses and Counselor Lowrie joined us.
- Met with Small Business & the Town of Kingsville to discuss a social media seminar collaboration.
- JUNE MMM - Tuesday, June 24th – 5:30pm – 8pm
 - Met with Courtney from the Town to confirm the use of the Carnegie Green and the usage of alcohol on premises.
 - Trevor from The Goose to provide appetizers, cash bar set-up & services, all plates, glasses etc.
 - ASK to sponsor the appetizers and have their exhibits open on the 24th for businesses to experience along with volunteers on hand.
 - The Rustic Rentals will provide a bar, high tops and a table for the appetizers.
 - Rick Stephenson will be performing from 6pm – 7pm, some Frank Sinatra favourites as members Mix & Mingles!
 - We currently have 16 people registered.
- Attended the Leamington Chamber of Commerce Leadership Seminar, with keynote speaker Scott Collier at the Bank Theatre.
- Father's Day Social Media Giveaways – Collaboration with DelFrescoPure. Teaser on June 10th, giveaway on 11th & 12th draw on 12th pick-up at DFP on the 13th. Value of the basket giveaway will be over \$800.
- COMING UP: Canada Day – Will need new bows, Jason may have some material, we will use last year's flags, and we will request the use of the Fantasy of Lights Canadian flag again.
- Our social media followers have increased by 1.18% with a total of 91 new followers on Instagram & Facebook.
- The “eh!” sign would cost \$8,400 & the 2-meter maple leaf would cost approximately \$4,000. Heather Brown motioned to purchase the eh! Sign and maple leaf then rescinded the motion. The Board recommended holding off on these items due to storage, maintenance and lack of time used compared to cost. The GM will investigate the sign LaSalle has and inquire about cost from Classic Designs about a custom “Kingsville” sign that would sit at the 4-corners behind the benches.
- The water irrigation system was down around the clock but has now been restored around the clock.
- Classic Displays can provide lite 10-foot garland for \$325. The Board felt this was expensive. Jason Martin to look into another option.

- Roberta recommended a 2–3-year plan for large purchase as a plan opposed to buying larger items randomly.
- BIA GM to discuss with the Town the guidelines around the Facelift Grant specific reservices.
- BIA GM to request up-to-date hours for 2025.
- The website contract has been signed, just waiting for the cheque to reach Mainstream Marketing and they will be reaching out to set up the first meeting.
- Jason reviewed with the Board regarding Netmon having the manufacture replace the Wi-Fi units that weren't working even though no longer under warranty; however, it will cost approximately \$2000 to take them down and put the new ones up. We noted we will be over budget in this GL.
- The Town's IT Department & Parks & Rec. have confirmed that they have the skill set to take over the maintenance of the sound system once the new parts have been replaced. The BIA GM to set up a meeting to talk through the process on a go forward basis.
- The sound system playlist has been changed to a bigger variety of music for the spring compared to the jazzier tones over the winter.

BIA-592-2025 Motion to receive the General Manager report by Tony Gaffan, seconded by Heather Brown.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. NONE

I. MINUTES OF THE PREVIOUS MEETING

BIA-593-2025 Motion to receive the minutes by Roberta Weston, seconded by Tony Gaffan.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. FLOWER PROGRAM

- The Town presented 3 offers to the BIA regarding the flower program:
 1. Remain the same.
 2. 100% control over to the Town of Kingsville.
 3. Town takes over with the BIA having some skin in the game by providing funds specifically for BIA district flowers.



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- BIA-594-2025** Motion to have the Town take over the flower program having the BIA making a set financial obligation each year to ensure a focus on flowers in the BIA district and in agreement that things will remain status quo for the next 5 years, by Tony Gaffan, seconded by Amanda Everaert.

CARRIED

NOTE: Specifics will be negotiated between the Town and the BIA Board prior to official handling over of the flower program.

2. FACELIFT GRANT – BRIGHT & EYES

- Abby Jakob applied for the Facelift Grant as a business owner and as a building owner and was awarded both as per the guidelines.

- BIA-595-2025** Motion to award Abby Jakob, as building owner \$800 and the Businesses BRIGHT & EYES an amount of \$800, from our Facelift Grant program, by Roberta Weston, seconded by Maria Edwards.

CARRIED

3. FACELIFT GRANT SUB-COMMITTEE

- The BIA GM made a recommendation to establish a Facelift sub-committee to review the current application.
- Sheri Lowrie, Heather Brown & possibly Jason Martin have signed up for the committee. A meeting will be scheduled.

4. SHOP KINGSVILLE 2 WIN UPDATE

- We are generating the most entries Shop Local 2 Win has ever seen & currently are at 6800+ entries
- We saw a good increase over the 1st 3 weeks with a slight decline in the 4th & 5th.
- There will be a business survey at the end.

5. MAT TAX

- Please see notes regarding MAT Tax discussion above under D. PRESENTATION/DELEGATIONS #1. John Norton.

6. OBBIAA GOVERNANCE – TECUMSEH BIA

- OBIAA is coming to Tecumseh to deliver Governance Training for our BIA Board of Directors & would like to extend the invite to regional BIA's staff and Board members if you wish to participate.
- The date is Saturday, October 4th from 8:30am-11:30am.
- Cost is \$350 + \$20/attendee for lunch & cost will come out of the training GL.
- Confirmation is required by August 1st.
- Counselor Lowrie & Delilah Carreira will attend along with the KBIA GM.

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.
3. **PROMOTIONS COMMITTEE** – Jason & Abby.
 - No Report
 - Committee to meet in the future regarding current promotion & future promotions.
4. **PERSONNEL COMMITTEE** – Roberta & Heather
 - No Report
5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie
 - Counselor Lowrie noted the following:
 - Over the past month, we have made the Ruthven Pump Station our main priority. With a hold on development in Ruthven, we need to get our infrastructure operational and be looking to sustain future development in the area. This affects our agriculture industry, our industrial area and our residential growth projected for Ruthven. All hands are on deck as we work through this major issue.
 - We are making progress on the Road 2 West Water main and development of the Westside collector road.
 - The Cottam Community facility is well under way and on target.
 - We hosted Open Doors Kingsville, to showcase all of our departments to the community. There was not a large turn out.
 - We are on the brink of summer celebrations, kicking off in Cottam next Saturday for their Block Party event on June 21st.
 - The following comments regarding the Block Party from the KBIA Board:

- The 1st Block Party should be bigger and more impactful to engage people's attention.
- The first Block Party should be in Kingsville.

BIA-596-2025 Motion to extend the meeting by 10 minutes by Tony Gaffan, seconded by Roberta Weston.

CARRIED

6. TOWN LIASON – Tara Hewitt

- Social Media Seminar:
 - The Town & the BIA are looking at putting together a social media seminar for businesses.
 - The Town & the BIA meet with the Small Business Entrepreneurship Centre to discuss the free seminar that they can provide. It may be a fit as Rylee Wallace's social media seminar. BIA GM to send the Small Business deck to the Board for review and we are still waiting for a seminar outline from Rylee. Further discussion next meeting.
- Harassment in the Workplace:
 - Tara Hewitt has designed a sticker regarding harassment that the Board approved.
 - Tara will reach out to OPP to give them a heads up as the sticker refers to contacting the OPP non-emergency number.

BIA-597-2025 Motion to proceed with the purchase of 200 Anti-Workplace harassment stickers to be distributed to BIA business by Heather Brown, seconded by Amanda Everaert.

CARRIED

- Smoking outside of a business by-law:
 - It is not illegal to smoke on the sidewalk.
 - The Windsor Essex County Health Unit will provide no-smoking stickers if a business requests them, but they are not legally binding.
 - The BIA will put a courtesy note in the July newsletter regarding smoking at the doorways to businesses.
- Town of Kingsville – You'll See Video:
 - The video was played for the Board and was well received.
 - It is posted on the Town YouTube channel as well as the Digital Dragonfly TV's.

L. NEXT MEETING DATE



COMMITTEE MINUTES

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

NOTE: Shop Local 2 Win will be presenting regarding our Shop Kingsville 2 Win promotion.

M. ADJOURNMENT

- Meeting adjourned at 8:38pm.

BIA-598-2025 Motioned to adjourn by Tony Gaffan, seconded by Heather Brown.

CARRIED

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

RECORDING SECRETARY, Jodie McIntyre