



COMMITTEE MINUTES

**JULY 8TH, 2025, 6:15PM
CARNEGIE ARTS & VISITORS CENTER**

A. CALL TO ORDER

Jason Martin called the Meeting to order at 6:14pm 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
Abby Jakob - Late

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

TOWN LIASON:

Tara Hewitt

ABSENT:

Delilah Carreira

GUESTS:

1. Kim – Co-Founder of Shop Local 2 Win

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.

Jason declared Pecuniary Interest regarding item J. NEW AND UNFINISHED BUSINESS, 3. FACELIFT GRANT – CINDY'S HOME & GARDEN.

D. PRESENTATIONS/DELEGATIONS

1. Kim – Shop Local 2 Win Promotional Report Out



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Highlights:

- 8039 entries from 2747 unique entrants
- NEW online reviews of local businesses
- 1323 email opt-ins for BIA for future direct marketing
- 1286 email opt-ins for Libro Credit Union
- Outstanding 1st campaign!
- Top 10 Independent Businesses: Olive Branch on Main, Ian's Wrap Shack, Cindy's Home & Garden, Miller's Bakery, Amazing Bins Kingsville, Butcher of Kingsville, Wrobel Massage Therapy, Green Heart Kitchen, The Goose Kitchen + Bar & Anna's Garden, Home & Wellness.
- 74% said the contest encouraged them to shop and spend more during the 6 weeks (incremental spend during the campaign)- \$132,999.
- 67% of participants said that the contest will have a lasting impact on how much they shop locally in the future (anticipated future spend) - \$120,843
- Reported Economic Impact = \$253,842

Beyond the Numbers - Additional Impacts:

- 62% tried NEW places - lifetime value of new customers for businesses?
- Amplified "Shop Local" message with thousands of impressions
- Positive online reviews improve online credibility & visibility
- Building loyalty between small businesses and their clients
- Celebrating winners and creating community buzz

What the Community Had to Say:

- This was a great promotion. There were times I was in another town and was going to get what I needed there but I always thought about where I could get it in Kingsville. It is something I will continue to do as it reminded me of all that Kingsville has to offer.

Business Survey:

- Do you think the "ShopKingsville2Win" contest was a good idea, and would you like to see it run again? – 100% said YES.
- Did you feel this campaign improved your relations with your customers? – 88% said YES.

What Businesses Had to Say:

- I loved it, I thought it was a great way to get business in Kingsville. Our clients loved it. I think you did a fabulous job.

Kim shared their next National Promotion with the Board with 1 winner a week awarded up to \$10,000 but no guarantee of a local winner. The Board would like to see how this campaign works as it's the first "National" one and may potentially revisit the idea in the future. Unfortunately, at this time, Shop Local 2 Win, will not be running individual BIA contest and are moving towards the National campaigns.

E. AMENDMENTS TO THE AGENDA

1. The BIA Board welcomed Amanda Everaert's new baby Evertt. Direction to send flowers to Amanda on behalf of the board.

F. ADOPTION OF ACCOUNTS

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

BIA-599-2025 Moved to receive the accounts ending MAY 2025 by Tony Gaffan and seconded by Abby Jakob.

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 Lee Ann from Main 47 Beauty Oasis.
- Reached out to LD Studio to set up a meeting.
- Glow Tan & Light Spa is moving from Division S. to 24 Pearl St. E.in the front of Schroeder' Electric.
- ASK & the Horticultural Society utilized our office space for their volunteers for their very successful Garden Tea party and presented us with an appreciated thank you gift.
- Tara & I met with Sarah from Amazing Bins regarding bicycles. She is educating her customers about how they park their bikes. The Board has determined that placing a bike rack in a parking spot would not be something they would support

considering the recent spots removed due to improving traffic flow. The BIA will no longer pursue this issue and any businesses with concerns will be directed to email request@kingsville.

- Other items in the works are signage bylaw, setting up a meeting with Parks & Rec. & IT regarding taking over helping with our sound system, parking/loading one steps.
- Libro will assist in distributing the anti-harassment window decals to businesses.
- JUNE MMM - Tuesday, June 24th – 5:30pm – 8pm
 - The Goose provided a cash bar & prepared the appetizers.
 - ASK kept their gallery open for tours and sponsored the appetizers.
 - Rustic Rentals provided the bar. High tops, appetizer table & candy bar display.
 - Rick Stephenson provided music by Frank Sinatra and was the perfect background music for the event.
 - We had sixty-five people attend, our best attendance.
- Father's Day Social Media Giveaways – June 11th & 12th, 2025
 - Collaboration with DeIFrescoPure (DFP)
 - Value of the basket was over \$800, and our winner was Amanda Breitenstein.
- Social Media Update – Followers – Facebook 4922, Instagram 2922 for a total of 7844. We had a .67% increase in the last month.
- Website Update: Meet with Mainstream Marketing, also expressed the importance of email maintenance, they expect the site to be completed by end of August.
- CANADA DAY:
 - Bows were placed on the poles at the 4-corners. We will need new one's next year.
 - Flowers looked great and matched perfect for July 1st
 - Flags were placed in planters. We will need to order more for next year.
 - FOL Canadian flag – Town did great job getting it up in time, however some of the lights were burnt out.
 - Décor will be removed at the end of the week.

BIA-600-2025

Motion to receive the General Manager report by Maria Edwards, seconded by Heather Brown.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED



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1. NONE

I. MINUTES OF THE PREVIOUS MEETING

BIA-601-2025 Motion to receive the minutes by Roberta Weston, seconded by Amanda Everaert.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. FLOWER PROGRAM UPDATE

- Jason & Jodie met with Shaun Martinho from the Town of Kingsville to discuss the Town taking over the flower program with a yearly grant from the BIA with an increase yearly based on the CPI index.
- NEXT STEPS: Jodie to send Shaun our past RFP to Shaun. Shaun will draft up a detailed agreement for the BIA Board. Shaun will delegate staff to begin the RFP process with Jodie available to assist if needed.

2. SOUND SYSTEM UPDATE

- Netmon returned to replace the access points they removed and found 2 more were down so we utilized 2 of our spares and will send the 2 non-working ones to the company to see if they will cover them under warranty so we still have them as spares. They removed access point #9 giving 1 spare.
- When Netmon left, the speakers were not connecting to the access points so Corey from Tony's Music was contacted, he suggested rebooting all outlets. The Town rebooted them, and they were functional.
- Jodie will meet with Corey from Tony's to review the volume levels of each zone on July 9th.

3. FACELIFT GRANT – CINDY'S HOME & GARDEN

- Jason Martin removed himself due to Pecuniary Interest.
- Cindy's replaced signage and applied as a business entity and as owner of the building.

BIA-602-2025 Motion to allocate \$750 to K & C Family Holdings, as the building owner, and \$320 to Cindy's Home & Garden from the Facelift Grant program, submitted by Amanda Everaert and seconded by Heather Brown, contingent upon the submission of two receipts.

CARRIED

4. STRONG TOWNS

- Reviewed that Chad Nantais, from Strong Towns Kingsville would like to speak at our next meeting but due to non-quorum he will be placed on the September 9th meeting.

BIA-604-2025 Motion to cancel the August 12th meeting due to lack of quorum, by Abby Jakob, seconded by Heather Brown.

CARRIED

5. SOCIAL MEDIA SEMINAR UPDATE

- The Board discussed the advantages and disadvantages of the Small Business & Entrepreneurship Centre social media presentation compared to hiring someone individually to do a seminar and decided that they were in favour of the Small Business Centre.

BIA-605-2025 Motion to proceed to plan a social media seminar for BIA businesses with the Small Business & Entrepreneur Centre, with a \$300 budget, by Heather Brown, seconded by Abby Jakob.

CARRIED

K. OTHER REPORTS

1. FINANCIAL COMMITTEE – Delilah & Tony

- No Report

2. BEAUTIFICATION COMMITTEE – Maria & Amanda

- A subcommittee to discuss the Facelift Grant was created.
- The committee proposed a “Fall Clean-up” grant opportunity.

BIA-606-2025 Heather Brown moved to allocate up to \$250 per member for fall clean-up activities, for up to 20 regular members, between August 15th and September 30th. This motion, seconded by Abby Jakob, includes using Facelift reserves if the budget is exceeded.

CARRIED

- Jodie to create an application like the Holiday Window Décor. and send it to the Board for comment.

3. PROMOTIONS COMMITTEE – Jason & Abby.

- No Report



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- Meeting July 18th at 1pm.
- 4. **PERSONNEL COMMITTEE** – Roberta & Heather
 - The board will gather for a summer BBQ on August 18th at 6pm.
- 5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie
 - Counselor Lowrie asked why the Board would like a report from Council at this meeting as she does not report at any other Committee.
 - The BIA General Manager requested she bring any BIA related information to the Board as required, noting there will not always be something to report.

BIA-607-2025 Motion to extend the meeting until 8:30pm by Heather Brown, seconded by Maria Edwards.

CARRIED

6. **TOWN LIASON** – Tara Hewitt

- The Town is now utilizing their Facebook page again for their Tourism.
- Tara will be continuing to network with local businesses in the BIA district as well as meeting with the Leamington Chamber of Commerce.
- The MAT tax is coming to Council at the July meeting. TWEPI requires a response in August.
- The BIA & Town will do their walk on August 18th.

L. NEXT MEETING DATE

- Tuesday, August 12th, 2025, at 6:15pm.

M. ADJOURNMENT

- Meeting adjourned at 8:31pm.

BIA-608-2025 Motioned to adjourn by Heather Brown, seconded by Marie Edwards.

CARRIED

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

RECORDING SECRETARY, Jodie McIntyre