



COMMITTEE MINUTES

**SEPTEMBER 9TH, 2025, 6:15PM
CARNEGIE ARTS & VISITORS CENTER**

A. CALL TO ORDER

Jason Martin called the Meeting to order at 6:16pm with the following Members in attendance:

MEMBERS OF BIA BOARD:

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

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

TOWN LIASON:

Tara Hewitt

ABSENT:

GUESTS:

Chad Nantais – Strong Towns 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.

Roberta declared Pecuniary Interest regarding item J. NEW AND UNFINISHED BUSINESS, 2. FACELIFT GRANT APPROVALS – Erie Shores Rehabilitation.

Amanda declared Pecuniary Interest regarding item J. NEW AND UNFINISHED BUSINESS, 3. FALL GRANT APPROVALS – Back in Motion.

D. PRESENTATIONS/DELEGATIONS

1. Chad Nantais – Strong Towns Kingsville
 - Chad provided an overview of Strong Towns Kingsville including how their walking audits are determined, where their volunteers come from as well as financing and that their overall mission is to make towns more walkable.
 - “Strong Towns is a nonprofit dedicated to fostering vibrant, financially resilient communities through sustainable urban planning.
 - Strong Towns is looking for the Kingsville BIA to collaborate in a global event called Park(ing) Day in 2026. This event would not necessarily be on Main but possibly Division – TBD.
 - The Board will discuss at the October 2025 meeting regarding collaboration.

E. AMENDMENTS TO THE AGENDA

1. Additional Fall Grant Approval – Miller’s Bakery & The Grove Hotel

F. ADOPTION OF ACCOUNTS

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

BIA-609-2025 Moved to receive the accounts ending July 2025 by Tony Gaffan 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:

- Highlights from the BIA 2025 BBQ.
- Attended the SECC Grand Re-opening at their new location at the Lion’s Hall.
- Collaborated with Leamington Chamber for Lunch at the Carnegie.
- Working with Karen & Shelby for the Mayor’s Golf Tournament on September 25th located at the Kingsville Golf & Country Club.
- Coming Soon: W(S)illabee & Maragaret’s Design Studio at the corner of Main & Division as well as Wing Boyz Crave Flavours in the Movati Plaza on Main East.

- Information about the upcoming MMM at the Kingsville Gold & Country Club with appetizers sponsored by WFCU and entertainment provided by the Sweet Adelines.
- Mayor's Golf Tournament - Businesses have an opportunity to donate a gift for the gift basket. Discussion of the 2 complimentary tickets to play & dinner.
- Small Business Week – Will set up a meeting with local BIAs to give away a gift basket on our social media outlets.
- Trick or Treat Kingsville – October 25th – 11am – 2pm – will book a meeting with collaborators to begin planning. Access EarlyON will not be participating in our event this year.
- BIA Dollars – On sale date will be Thursday, November 13th
- Social Media Update - We are getting more traction on our Instagram account; We continue to gain on both our Facebook & Instagram platforms. Looking forward to hitting our 5000 followers on Facebook & our 3000 followers on Instagram.
- Kingsville BIA HR Policy – This document's 1st draft is complete. The Chair & Co-Chair will review and provide feedback to the GM.
- Job Description – Is completed. Heather Brown will review and provide feedback to the GM.
- Downtown Décor - Summer flowers will be removed, and Mums will be coming out in a few weeks. Flowers & particularly the hanging baskets have had a rough year due to weather.
 - Migration Festival – October 16th – October 19th - The BIA is donating \$50 for the Great Canadian Paint Out & décor downtown will include bows and corn stalks, to be installed the 1st week of October.
- Sound System - The system is now fully operational. The playlist will be changing for the fall season. The GM suggested moving the speakers in the spring of 2026 to make the system more operable. The system now supports ads that can be sold to assist in generating revenue to cover costs of the system. Tara & Jodie are working on a process for the Town & BIA regarding it's maintenance.

BIA-610-2025

Motion to receive the General Manager report by Roberta Weston, seconded by Maria Edwards.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED



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1. BLOCK PARTY – Heather Bronw from The Main expressed concern about vendors & Town staff parking in the Block Party area and taking up parking spots of customers.
2. UNOFFICIAL BUSINESS OPERATING – Beth Riddiford from My Cousin’s Closet, pointed out a resident was conducting business on Division South out of their apartment stairwell entrance. The town informed the BIA that there is no bylaw preventing this from happening.
3. FEEDBACK – SK2W – Beth Riddiford felt the cost was high for the promotion. Sarah form Amazing Bins and troy from Jack’s Group commended the success of the promotion and the positive impact on the town of Kingsville.
4. VACANT BUILDING ON MAIN – Anna Marie Nantais expressed her concern over the unpleasant esthetics of the vacant building on the corner of Main & Division. The Town informed her there is no bylaw that enforces window cleaning and the BIA expressed that they too shared the same views and have addressed it with the Town of Kingsville as well.

I. MINUTES OF THE PREVIOUS MEETING

BIA-611-2025 Motion to receive the minutes by Tony Gaffan, seconded by Delilah Carreria.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. 2026 budget approval

- The GM and the Financial Committee reviewed and prepared the 1st draft of the 2026 budget for Board approval.

BIA-612-2025 Motion to approve and to cover any potential deficits in 2026 with reserves, by Roberta Weston, seconded by Heather Brown.

CARRIED

2. FACELIFT GRANT – ERIE SHORES REHABILITATION

- Erie Shore Rehabilitation applied for the Facelift Grant to cover the redesign of their outdoor signage.

BIA-613-2025 Motion to approve \$310.75 to Erie Shore Rehabilitation from the Facelift Grant by Heather Brown, seconded by Abby Jacob.

CARRIED



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3. FALL CLEAN-UP GRANT

- I. Movati – Applied to cover the cost façade window, signage and wall cleaning.

BIA-614-2025 Motion to approve \$172.89 for the Fall Clean-up Grant program from the Facelift Grant by Heather Brown and seconded by Abby Jacob.

CARRIED

- II. BACK IN MOTION – Applied to cover entrance self-watering planters.

BIA-615-2025 Motion to approve \$250 for the Fall Clean-up Grant program from the Facelift Grant by Roberta Weston and seconded by Heather Brown.

CARRIED

- III. MILLER'S BAKERY – Applied to cover awning cleaning and new front exterior wall sconces.

BIA-616-2025 Motion to approve \$240.68 for the Fall Clean-up Grant program from the Facelift Grant by Delilah Carreira and seconded by Maria Edwards.

CARRIED

- IV. THE GROVE HOTEL – Applied to cover exterior painting on the front façade.

BIA-617-2025 Motion to approve \$250 for the Fall Clean-up Grant program from the Facelift Grant by Roberta Weston and seconded by Heather Brown.

CARRIED

4. ALLEGRA BILLING

- Upon cancelling the service of Allegra Kingsville for our website and email they provided a bill required to be paid.

BIA-618-2025 Motion to pay the Allegra bill of \$497.20 from the Memberships & Subscriptions GL, once the entire website and email control has been moved over to the new provider, by Delilah Carreira and seconded by Roberta Weston.

CARRIED

5. CREATING SUBCOMMITTEES

BIA-619-2025 Motion to move Creating Subcommittees discussion to next meeting due to time constraints, by Tony Gaffan, seconded by Amanda Evereart.

CARRIED

6. VACANT STOREFRONT FEE

- Tara provided a background and update to the status of the vacant storefront fee. It has been decided to go to next Term of Council to address it and determine the administration work needed. The BIA will address in the future when the Town of Kingsville readdresses it.

7. SHOP LOCAL TO WIN NATIONAL CAMPAIGN

- Shop Local 2 Win is running a national campaign called TapCanadian2Win and has offered the Kingsville BIA an opportunity to participate for a total cost of \$2,933. Provided there is a decrease in the price by lowering the number of flyers from 20,000 to 10,000 we will proceed.

BIA-620-2025 Motion to move forward with the TapCanada2Win promotion only if the cost is decreased from \$2,933 by ordering 10,000 flyers instead of 20,000 flyers, by Abby Jakob, seconded by Sheri Lowrie.

CARRIED

BIA-621-2025 Motion to extend the meeting by 15 minutes by Maria Edwards, seconded by Heather Brown

CARRIED

K. OTHER REPORTS

1. FINANCIAL COMMITTEE – Delilah & Tony

- No Report

2. BEAUTIFICATION COMMITTEE UPDATE– Maria & Amanda

- Planters – 4 – corners - Gary recommends 30” in height & 30” wide maximum. We will need to find funds for the project through reserves and/or Tara and Jodie to work together to see if there is a grant (ROD) that this could be covered under and Jodie will also talk to Shaun regarding his 2026 budget as well.
- Remainder of 2025 year:

- Migration Fest – We can use the bows from last year. We will need to purchase cornstalks again from a BIA business if possible. These will go up the 1st week of October, before Thanksgiving and come down November 1st.
 - Christmas Décor – Jason was looking into the cost of the new lite garland for the 4-corners, but we have decided, as a cost saver, to repurpose the 4-corner garland with lights. We will need to set up a time to do this while it's still warm out, we will need volunteers, but we cannot move forward until we hear about power at the 4-corners. We will store the garland at the Carnegie until November so it can be fluffed prior to going out. We also need to look a better way to store garland.
 - Budget 2026 - We are budgeting \$10,000 for flowers unless Shaun updates this.
 - We will need new x-mas bows for 2025. (approx. \$200-\$300).
 - Beautification Committee Goals – the committee made a list of projects as future priorities including planters X8 (4-corners), lite garland (4-corners, photo op. piece, new entrance signage to BIA/Kingsville, overhead banners (on hold due to pole issues), single banners – Mid Jan. - summer ie.flowers, Canadian flag for summer months.
- 3. PROMOTIONS COMMITTEE UPDATE – Jason & Abby.**
- Reviewed the deck & the success of the Shop Kingsville to Win promotion.
 - Wins/Losses – It was a success. Not 100% accurate but as much as it could be. In perspective the BIA Dollar promotion keeps \$100,000 in the community with a \$17,000 spend and the residual from this was \$253,000 with a \$17,000 spend. The promotion meet expectations and also created a good vibe throughout the Town. For improvements we could encourage businesses to engage more and maybe a contest between the businesses. Some struggles were who owned what, are they a franchise, so maybe better guideline and the distribution timelines were short. We look forward to presenting it at the next AGM.
 - Remaining promotions for the remainder of 2025.

- Christmas at the Carnegie – The Board is in favour of doing Christmas at the Carnegie but not the ballots portion.

BIA-622-2025 Motion to move forward with the 3rd annual Christmas at the Carnegie with a maximum budget of \$3000, by Heather Brown, seconded by Abby Jakob.

CARRIED

- 4. PERSONNEL COMMITTEE** – Roberta & Heather
 - No update. Jason took the 1st draft of the HR Policy for review and Tony will review and return to GM for revisions.
- 5. COUNCIL REPRESENTATIVE** – Sheri Lowrie
 - Successful Block Party events were had in July & August in Kingsville. The next one will be on September 20th. Sheri attended in August and had also received positive feedback in July.
 - 1 council meeting in July and 1 in August for the summer months.
 - Council directed administration to communicate to TWEPI that we will not implement a MAT at this time.
 - Council directed staff to bring forward a report on parking improvements in Kingsville's downtown core.
 - Councillor Neufeld made a motion regarding vacant commercial storefronts in Kingsville
 - Received a \$500,000 grant to make improvements to Parks, Recs & Facilities
 - Committee of the Whole – Priorities for end of term.
 - Ruthven Sewers
 - School Properties
 - The "Iceberg" and the long to-do list of staff
 - Anthony Leardi made a major infrastructure announcement with \$9 million more funding coming to Kingsville to help with the Road/Waterline project bringing growth and development to the West side of Kingsville.

CARRIED

- 6. TOWN LIASON** – Tara Hewitt
 - There is a ribbon cutting on October 24th for Main 47 Beauty Oasis.
 - Town is reviewing the electrical at the 4-corners for our garland and will get a quote for the cost to install a plug if needed.
 - The Kingsville Tourism video had 540K + views on YouTube and 2700 clicks on Facebook.



COMMITTEE MINUTES

L. NEXT MEETING DATE

- Tuesday, October 14th, 2025, at 6:15pm.

M. ADJOURNMENT

- Meeting adjourned at 8:32pm.

BIA-623-2025 Motioned to adjourn by Tony Gaffan, seconded by Abby Jakob.

CARRIED

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

RECORDING SECRETARY, Jodie McIntyre