



COMMITTEE MINUTES

OCTOBER 14TH, 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
Delilah Carreira
Roberta Weston - Late
Heather Brown
Councillor Sheri Lowrie
Maria Edwards
Amanda Everaert - Late

MEMBERS OF ADMINISTRATION:

Jodie McIntyre

TOWN LIASON:

Tara Hewitt

ABSENT:

Abby Jakob
Tony Gaffan – Vice-Chair

GUESTS:

1. NONE

B. LAND ACKNOWLEDGEMENT

Councillor Lowrie read the 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 Fall Grant Approvals – Towne Emporium & Wrobel Massage

F. ADOPTION OF ACCOUNTS

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

BIA-624-2025 Moved to receive the accounts ending August 2025 by Heather Brown 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 Business Excellence Awards.
- MMM – Wednesday, September 24th – 5:30pm – 8pm – at the Kingsville Golf & Country Club. Appetizers sponsored by WFCU. Entertainment by the Sweet Adelines. 37 member attended with a higher than normal 33% no-show.
- MMM – Thursday, December 4th – 5:30pm – 8pm. LOCATION: Kingsville Legion & Military Museum, they are also sponsoring the appetizers. There will be some type of game and door prizes.
- Social Media Seminar – Mondy, October 27th – 5:30pm – 7:30pm. Light snacks provided by the BIA. 14 have registered (3 paid tickets). Location: Grovedale.
- Attended Community Futures Essex Conty's 30-year celebration.
- Attended Governance Training at the Tecumseh BIA with Sheri, Delilah & Amanda.
- Mayor's Golf Tournament – October 25th -Kingsville Golf & Country Club. The BIA provided a gift basket for the putting contest & assisted in running the putting contest. Laura from Pelee Island Winery was our winner. Event raised \$31,000 in support of kids play sports and arts & cultural events.
- Small Business Week – October 19th – 23rd. Social media giveaway. Collaborating with Essex, Tilbury, Tecumseh & Walkerville for cross promotion for our local businesses.

- Trick or Treat Kingsville – October 25th – 11am – 1pm. Collaboration with DelFrescoPure, ASK, & the Town of Kingsville. Includes decorating the BIA office, an interactive ghost storyteller, photo op., & more candy at eh Carnegie along with over 50 businesses handing out candy and chalk drawers downtown. Notified Town of event and requested sail to remain up. Created a poster for businesses, posted on social media & will continue to add businesses as they sign up. Placed in newsletter for businesses to sign up and/or if they would like a table at the Carnegie. Emailed OPP, Fire & Rescue & Ambulance regarding the event. Town will provide construction signs at each end of Main Street to bring awareness to the event. Volunteers to hand out Carnegie flyers
- TapCanadian2Win – November 3rd – December 14th. Contract signed and printed material approved. Sending newsletters to businesses with details about the event for the next 3 weeks. Will continue to meet with promoter regarding social media posts and a volunteer is needed to manage the last week of the event.
- BIA Dollars – November 13th – RBC is selling them. Updated 2026 application on our website. Designed and ordered BIA dollars and they are printed. Confirmed dates with RBC. Sent in newsletter for businesses to sign up.
- Webpage – Webpage and email are now set up through Mainstream Marketing. Updated BIA Dollar application on website. Placing events on website in the upcoming weeks & doing some upcoming training sessions. Requested Board to review the site & provide me with some feedback.
- Social Media Update - We hit 3000 on Instagram. Facebook followers have stalled but hopefully our Small Business promo will up our Facebook numbers. We had a .39% overall increase in followers in the past month.
- Kingsville BIA – HR Policies - Draft is being reviewed by the Chair & Co-Chair. Job Description – Heather Brown has reviewed; General Manager needs to review revisions and then provide to the Board.
- Downtown Décor - Mums are in the planters and around the clock and behind the benches & Cindy's added some décor. at the benches. The old BMO building's new owner has done a fabulous job decorating the building with a fall theme.
- Migration Festival – October 16th – October 19th - Bows & cornstalks are placed at the 4-corners. Removal will be November 3rd.
- Assisted Erica for the Town of Kingsville regarding our RFQ process and the Town taking over the flower program in the BIA district.

- Christmas Garland – 4-corner garland will need to be removed from storage & 4 restrung with lights and all fluffed prior to being put up. Tara to confirm we can plug them in at 4 of the corners. Volunteers needed.

BIA-625-2025 Motion to receive the General Manager report by Roberta Weston, seconded by Delilah Carreira.

CARRIED

H. BUSINESS/CORRESPONDENCE – ACTION REQUIRED

1. WROBEL MESSAGE – RE: Plazas and the Facelift Grant. Discussed the impact of the Facelift Grant on plazas. No changes have been made.

I. MINUTES OF THE PREVIOUS MEETING

BIA-626-2025 Motion to receive the minutes by Roberta Weston, seconded by Heather Brown.

CARRIED

J. NEW AND UNFINISHED BUSINESS

1. Strongtowns

- Strongtowns have ask for the BIA support and collaboration for Park(ing) Days 2026, which is an international day where towns close off space and encourage foot traffic by providing various artist, musicians, vendors etc.
- The KBIA would like to know more details about the event and what he is presenting to the Town.
- Once these are established the Board will re-review.

2. MEETING DATES

- November 11th, 2025, meeting date falls on Remembrance Day, the meeting has been rescheduled to Monday, November 10th, 2025. The BIA will notify the Town, the public on social media channels & the membership via the newsletter.
- Tara and GM to discuss 2026 meeting regarding it being an election year.
- May not have quorum for December meeting. Reviewing next meeting.

3. Community Centre Collaboration

- Kim DeYong approached the KBIA regarding collaborating with the KBIA and the Kingsville Community Centre (KCC) by having us reach out to our membership

and assist in getting a list of businesses that provide a senior's discount and the KCC will create a resource for seniors.

- The Board is in favour of assisting in obtaining a list of BIA businesses that are offering a discount through our newsletter and directing the information to Kim.

4. SUBCOMMITTEES

BIA-627-2025 Motion to create a subcommittee that focuses on BIA district priorities, by Delilah Carreira and seconded by Amanda Everaert.

CARRIED

- Volunteers for the committee included Roberta Weston, Councilor Lowrie, Delilah Carreira.

5. AGM 2026

- The AGM will be held on Tuesday, February 24th, 2026
- The Board has agreed to the Pelee Island Winery once again. GM will reach out to Pelee to reserve and confirm price.
- A subcommittee is formed for this event consisting of Heather Brown, Councilor Lowrie, Roberta Weston & Delilah Carreira.

6. LEVY COMMITTEE

- GM explained the current procedure for disbursement of funds collected if a new building is built within the BIA district once it is assed.
- GM recommended that the levy from the new buildings be directly applied to the total levy amount rather than a discount to businesses to provide more finances to be utilized in providing for the expanding businesses within the district and to assist with continuing to keep levy increases down as cost increases.
- The Board provided direction to the GM to approach the Town of Kingsville with this change to the levy.

7. VALENTINES DAY DINNER/DANCE

- The Town of Kingsville & Rick Stephenson/Sinatra Tribute Artist inquired if the KBIA would be interested in collaborating in and Valentine's Day dinner on February 14th, 2026, at the Grovedale.
- Given that the BIA holds their AGM and already does a Valentine's Day Giveaway that they are not interested in collaborating on this event.

- It was also noted that hosting a dinner at the Grovedale does not support the restaurants within the BIA district and quite often this is already a very busy day for them.

AMMENDMENTS TO AGENDA

1. Fall Clean-up Grants

BIA-628-2025 Motion to cover 2 months of window cleaning for Wrobel Massage at a cost of \$56.50, by Roberta Weston and seconded by Amanda Everaert.

CARRIED

BIA-629-2025 Motion to approve 2 self-watering planters for Towne Emporium at a cost of \$225.99 provided pictures and a paid receipt are provided, by Heather Brown and seconded by Maria Edwards.

CARRIED

2. Scooters on Sidewalks

- A concern regarding people riding scooters on sidewalks at dangerous speeds was raised.
- The GM will inquire about a contact for the Essex OPP detachment Board from Tara Hewitt and send an email asking if there is any enforcement and/or education regarding this and to inform them that there are concerns from local businesses.

K. OTHER REPORTS

1. **FINANCIAL COMMITTEE** – Delilah & Tony
 - No Report
2. **BEAUTIFICATION COMMITTEE UPDATE**– Maria & Amanda
 - No Report
3. **PROMOTIONS COMMITTEE UPDATE** – Jason & Abby.
 - No Report
4. **PERSONNEL COMMITTEE** – Roberta & Heather
 - No Report
5. **COUNCIL REPRESENTATIVE** – Sheri Lowrie
 - Council met on September 15th and October 6th

- Administration be directed to update the Parks and Recreation Operational Standards and Service Levels (classes and levels of service of parks and beaches etc.)
- Approves the realignment of the Communities in Bloom CIB Committee to reflect the principles and direction of Bee City Canada and rename to Pollinate Kingsville.
- Migration Festival – Town of Kingsville:
 - Kick Off – Chili & Big Wiggle – Friday Oct 17
 - Annual Parade – Saturday Oct 18
 - Migration Market – Saturday Oct 18
 - Children’s Activities – Saturday Oct 18
 - Great Migration Paint Out – Sunday Oct 19

6. TOWN LIASON – Tara Hewitt

- Tara is unable to attend the Social Media Seminar due to a prior commitment but will provide contact information in event there is an issue.
- The Santa mailbox is looking rough so it will be rewrapped prior to being put out this year at the Carnegie.

L. NEXT MEETING DATE

- Monday, November 10th, 2025, at 6:15pm.

M. ADJOURNMENT

- Meeting adjourned at 8:26pm.

BIA-630-2025 Motioned to adjourn by Delilah Carreira, seconded by Heather Brown.

CARRIED

Jason Martin

CHAIR, Jason Martin

Jodie McIntyre

RECORDING SECRETARY, Jodie McIntyre