



# City of Kingsburg

1401 Draper Street, Kingsburg, CA 93631-1908  
Phone (559)897-5821 Fax (559)897-5568

Mayor Laura North  
Mayor Pro Tem Vince Palomar  
Council Member Michelle Roman  
Council Member Jewel Hurtado  
Council Member Brandon Pursell, Jr.  
City Manager Alexander J. Henderson

## AGENDA

### Kingsburg Downtown Business Improvement District Advisory Board

**THE COUNCIL CHAMBER IS OPEN TO THE PUBLIC AT 100% CAPACITY.**

**Kingsburg City Council Chamber  
1401 Draper Street, Kingsburg, CA 93631  
Wednesday, January 5, 2022 at 8am**

- I. Call to Order**
- II. Public Comment**
- III. Approve Minutes from the 12/1/2021 Meetings as presented by City Clerk Abigail Palsgaard**
- IV. Reports from Board Members**
- V. Other Business**
- VI. Adjourn to next meeting as decided.**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the office of the City Clerk (559) 897-6520. Notification 48 hours prior to a meeting will enable the City to make reasonable arrangements to ensure accessibility to that meeting [28 CFR 35 .102.35.104 ADA Title II].

I hereby certify, under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the front entrance of City Hall not less than 72 hours prior to the meeting. Dated this December 29, 2021.

---

Abigail Palsgaard, City Clerk

**Kingsburg Downtown Business Improvement District Advisory Board  
Regular Meeting Minutes  
December 1, 2021**

1401 Draper Street, Kingsburg, CA 93631

**THE COUNCIL CHAMBER IS OPEN TO THE PUBLIC AT 100% CAPACITY.**

**Call to Order:** Chairperson Carpenter called the meeting to order at 8:05am.

**Members Present:** Lauren Cooper, Reggie Gierke, June Hess, Paula Coehlo, Amanda Carrasco, Steve Safarjian, June Hess and Chairperson Leslie Carpenter.

**Members Absent:** None.

**Public Comment:** None.

**Approve Minutes from the 9/1/2021, 10/13/2021 and 11/3/2021 Meetings**

Member Carrasco motioned to approve minutes from the 9/1/2021, 10/13/2021 and 11/3/2021 Meetings as presented by City Clerk Abigail Palsgaard. Member Gierke seconded the motion and it passed by an unanimous voice vote.

**Review and take action on a Social Media/Website Proposal by 5 Creative**

The Board asked about if the contract is calendar year. 5 Creative said they usually ask for the initial cost for branding. Member Gierke asked about trademarks and copy marks. Member Carrasco said most are one time fees. Member Safarjian asked what is the bottom line cost. Total \$20,250 for the full web project, including the branding. Member Carrasco asked about social media. 5 Creative said there are levels, need more of a discussion, it has to be a partnership for it to be authentic. Chairperson Carpenter said we removed social media from the original proposal, it is a big project. Discussed why a partnership is better for social media. Member Safarjian motioned to approve the initial proposal including option 1 and a one year of the quarterly maintenance as proposed to not exceed \$23,000. Member Gierke seconded the motion and it passed by an unanimous voice vote.

**Reports from Board Members**

The Board discussed the holiday kickoff- the raffle, getting a banner, adding emails to the raffle ticket form. Discussed small business Saturday. Trolley- same stops. Decorating the trees in the corners. Member Safarjian decorates them himself. Would like assistance. Discussed budgeting new trees. Discussed moving down to the Suncrest corners. Member Hess asked about TOT moneys to advertise. She would like a billboard. Chairperson Carpenter would like the BID to help cover the cost of the trees in the corner. The Board would like to bring it forward for the next year's budger. Chairperson Carpenter will get costs for trees in January.

**Other Business**

None.

**Adjourn:** The meeting was adjourned to next meeting, as decided by the Board at 8:57am.

Submitted by:

---

Abigail Palsgaard, City Clerk