



City of Kingsburg

1401 Draper Street, Kingsburg, CA 93631-1908
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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
Tuesday, January 3, 2023 at 8:00am

- I. Call to Order
- II. Public Comment
- III. Approve Minutes from the 10/13/2022, 11/1/2022 and 12/6/2022 Meetings as presented by City Clerk Abigail Palsgaard
- IV. Social Media Manager Consultant- Possible Action
- V. Website Finalisation
- VI. Potential Workshops
- VII. Reports from Board Members
- VIII. Other Business
- IX. 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 29th day of December 2022.

Abigail Palsgaard, City Clerk

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
October 13, 2022**

Kingsburg City Council Chamber, 1401 Draper Street, Kingsburg, CA 93631

Call to Order: Chair Carpenter called the meeting to order at 8:01am.

Members Present: Paiton Lackey, Steve Safarjian, Reggie Gierke, June Hess, and Leslie Carpenter.

Members Absent: Amanda Carrasco and Lauren Cooper.

Public Comment: None.

Approve Minutes from the 9/7/2022 Meeting as presented by City Clerk Abigail Palsgaard

Member Gierke motioned to approve minutes from the 8/3/2022 meeting as presented by City Clerk Abigail Palsgaard. Member Hess seconded the motion and it passed by an unanimous voice vote of those members present.

Downtown Zoning Discussion- Possible Action-

Member Safarjian said he will get contact info from Jolene Polyack.

Meeting Day and Time Discussion- Possible Action

Member Gierke motioned to move the meetings to the 1st Tuesday of the month at 8am. Member Lackey seconded the motion and it passed by an unanimous voice vote of those members present.

Reports from Board Members

The Board discussed the Holiday kick off 11/5 first Saturday of November. Chair Carpenter asked if Member Lackey can help with the marketing. They spoke about the trolley.

The Board discussed ladies night out, popular, but not success for business owners. The Chamber had a crayfish festival was going to have a truck show. Member Gierke said it brings people downtown, but it was not profitable. The timing of it in the fall can be changed to a different time. He said if they have questions, they need to go to the source so they can get the correct answer. Communication is helpful. Chair Carpenter went to a chamber meeting, said that they are here to support them. Need to engage downtown and make this work by the BID and the Chamber work together. We need a strong as a union as we can.

Member Lackey said maybe host an event in Jan- Feb, a spring fling.

Member Carpenter said have we spent money, cornhole with chamber, webpage, pictures, Dala Trolley, Would like to send out a survey on how businesses would like the BID to see how they can help.

The Board discussed quarterly marking workshops with an expert. Member Lackey would like to equip business owners with the tools. Member Gierke said the Chamber did a re-org. We have 4 board members for businesses, start doing mixers again and workshops. All agree that it has to be a collaboration. Responsible with funds and proactive with funds. Member Safarjian said the BID should orchestrate and not actually teach people. Maybe part of our budget should be hiring someone. They discussed Tik Tok and getting in touch with HS who are good at it.

The Board discussed the mini-mural project, the BID supports it.

The Board discussed street eats for action next meeting. There are expenses that come from it, looking to see if the BID is interested in having it downtown. The Board discussed how the downtown event went. The restaurants where the vendors were set up were busy. Restaurants farther down the street were not as busy on Friday as expected. Table to discuss

The Board discussed the corner Christmas trees. Member Safarjian needs help.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 8:45am.

Submitted by:

Abigail Palsgaard, City Clerk

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
November 1, 2022**

Kingsburg City Council Chamber, 1401 Draper Street, Kingsburg, CA 93631

Call to Order: Chair Carpenter called the meeting to order at 8:03am.

Members Present: Paiton Lackey, Amanda Carrasco, Lauren Cooper, Reggie Gierke, June Hess, and Leslie Carpenter.

Members Absent: Steve Safarjian.

Public Comment: None.

Simpson Street Discussion- Possible Action

Member Carrasco asked about expanding the BID boarders. It will be the same election process as forming the BID.

Thursday Night Holiday Shopping Hours Discussion-

The Board discussed a 7pm or 8pm as a late closing time. They will text, email and have a flyer. They discussed the Julgransfest Festival and staying open late. Member Gierke motioned to spend up to \$1,000 marketing for holiday kickoff. The motion was seconded by Member Carrasco and it passed by an unanimous voice vote of those members present.

Marketing Workshops- Possible Action-

Chair Carpenter spoke about marketing workshops, a crash course for businesses. Member Gierke said it is a good thing for the lull after the 1st of the year. Member Lackey said she can host it at the back of her store. Member Carrasco said it would be good to have the police department come and about holiday theft, insurance. The Board will ask the PD to come 12/6.

Downtown Street Eats- Member Gierke said it was busy where the vendors were set up. It was successful where it was located. Next one would be Feb, looking to see if the BID is interested in having it downtown. Board- how does it benefit the BID? Fresno Street Eats has over 140,000 followers, \$600 for 140,000 is a fairly priced. Member Carrasco would like to poll the BID businesses. Member Gierke said we are looking to bring people into Kingsburg. Member Carrasco how can we do it wherever one benefit? More participation so we can spread it out. Chair Carpenter said we have to prove to the street eats that it is worth it. We are frustrated that we are supporting such a small amount. They discussed hiring someone to assist the board. Chair Carpenter's goal for 3rd year- prove the value to the members. Member Gierke asked how do you promote business downtown? You bring people in. Member Hess discussed the parking issue- spoke to fruit brokers owner about parking, it has been better. Member Lackey discussed what about we do our 'street eats'. Spoke about costs of events. Member Gierke said we need to get businesses back into the process. Too much of a disconnect. Singular businesses have events, but it doesn't include other businesses. Feels like there are cliques at the end of the day. Member Carrasco said only 4 businesses tag us on social media. Member Cooper asked what can we do better? Mixers at different BID Businesses. See if the BID can host their own event.

Tom Zarate, Kingsburg Insurance, We can eat at Kingsburg restaurants any day, for street eats, can eat something different, my kids can run around because it is safe.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 9:02am.

Submitted by:

Abigail Palsgaard, City Clerk

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
December 6 2022**

Kingsburg City Council Chamber, 1401 Draper Street, Kingsburg, CA 93631

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

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

Members Absent: Paiton Lackey

Public Comment: None.

Reports from Board Members

Chair Carpenter spoke about social media- outreach. High school volunteer intern? Talked about consultant. Josh Bakker, business owner, spoke about how the brewers guild. Brian Griffin said they should define what they want their ROI to be. Member Gierke said to hire a professional to do social media will be too much. Member Lackey it will help the HS student get experience and it will help us. Policy and job description.

Member Lackey spoke about reaching out to business owners. People want events to get people downtown. Chair Carpenter said out reach is important. Would like a Expense report so they can see where their money is going.

The Board discussed Ladies Night- January or Fika? Spoke about partnering with the Chamber- contracted for host with the City. The Board discussed the schedule of events in January. Maybe February a sweethearts stroll or ladies' night at Saint Patrick's Day. Member Hess said ladies night is a lot of work, not worth it. They discussed rethinking the Watermelon Festival- stone fruit.

The Board Spoke about mic for the festival and tree lighting. Member Gierke said the speakers are made for background music, not for announcing. Member Safarjian said he has been raked over the coals for the trees. Member Gierke said we need a sustainability program. In February we can discuss the condition of trees, lights on the trees, electricity to the trees. Need a plan.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 8:55am.

Submitted by:

Abigail Palsgaard, City Clerk