



City of Kingsburg

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

Mayor Vince Palomar
Mayor Pro Tem Brandon Pursell, Jr.
Council Member Laura North
Council Member Staci Smith
Council Member David M. Silva

City Manager
Alexander J. Henderson

AGENDA

Kingsburg Downtown Business Improvement District Advisory Board

Kingsburg City Council Chamber
1401 Draper Street, Kingsburg, CA 93631
Tuesday, March 7, 2023 at 8:00am

- I. Call to Order
- II. Public Comment
- III. Approve Minutes from the 2/7/2023 Meeting as presented by City Clerk Abigail Palsgaard
- IV. Photography Proposal- Possible Action
- V. Social Media Manager Proposals- Possible Action
- VI. 5/6 Line Dancing- Possible Action
- VII. Reports from Board Members
- VIII. Other Business
- IX. Adjourn to next meeting as decided.

Any writings or documents provided to a majority of the Governing Body regarding any item on this agenda will be made available for public inspection at City Hall, in the City Clerk's office, during normal business hours. In addition, such writings and documents may be posted on the City's website at www.cityofkingsburg-ca.gov.

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].

Title VI of the Civil Rights Act of 1964 provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.

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 10th day of February 2023.

Abigail Palsgaard, City Clerk

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
February 7, 2023**

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

Members Absent: Paiton Lackey.

Public Comment: None.

Approve Minutes from the 1/3/2023 Meeting as presented by City Clerk Abigail Palsgaard

Member Carrasco motioned, seconded by Member Gierke, to approve minutes from the 1/3/2023 meeting as presented by City Clerk Abigail Palsgaard. The motion passed by an unanimous voice vote of those members present.

Website/Photography Update

Kim Hoff, Tenacity, gave an update. She has scheduled and shot 121 businesses. Discussed a cut off time for businesses that do not respond. The Board discussed that the project needs to come to an end. A cut off point, maybe 4/1 and then quarterly updates. Member Carpenter motioned, seconded by Member Safarjian, for a hard deadline of 3/31 for business to have their pictures done in the current contract. The motion passed by an unanimous voice vote of those members present.

The Board asked Ms. Hoff to bring a proposal to be presented at the next meeting.

The Board discussed the website.

Reports from Board Members

Member Safarjian discussed the Economic Development Committee meeting. Economic Development Consultant Jolene Polyack gave a mural update, discussed parking, incentives instead of re-zoning of the downtown. Looking in to rent assistance for retail and tenant improvement.

Other Business: None.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 9:21am.

Submitted by:

Abigail Palsgaard, City Clerk



PROPOSAL

Feb. 27, 2023

Kingsburg BID
1401 Draper Street
Kingsburg, CA 93631-1908
Attention: BID Board of Directors

Dear BID Board,

Together in 2022, we have personal contact with over 121 businesses in our Kingsburg Downtown Membership. This has been a direct and personal touch. Appointments were made; taking the time and making the effort to provide professional photography that uniquely represented each business at their direction - a huge accomplishment of which to be very proud. During this process, relationships were built that further define the BID as a true vested partner in the minds of our members!

Enclosed is a proposal to continue these efforts for the year 2023. Per our discussion at the last meeting of the BID, the proposal suggests that we schedule two evenly-spaced photography dates for the year. The goal will be to schedule all new member businesses on the date in August and then again for new member businesses on a selected date in December. Those missing the scheduled BID session, or wishing to update their photography, can call for a private photo session at another date and time on their own budget.

Event photography is also included in the proposal. This is to include 5-10 photos per event posted for use by the BID and/or web design team, similar to last year.

I look forward to the opportunity of working together again this year and welcome any questions and discussion.

Making today my BEST day,

Kim

Kim Kennedy Hoff
Tenacity Pro Photo



PROPOSAL

Feb. 27, 2023

Kingsburg BID
1401 Draper Street
Kingsburg, CA 93631-1908

Attention: BID Board of Directors

PHOTOGRAPHY CONTRACT EXTENSION FOR 2023

Photography of New BID Members..... \$3,600

To Include:

Contact, Scheduling, Photography, Post to Designer for Website Inclusion
Two 6-hour session dates per year to occur in August and December 2023
*Not to include reshoots of those businesses active as of March 31, 2023

Event Photography..... 2,100

To Include:

Kingsburg Car Show
Swedish Festival
Crayfish & Jazz Festival
Kingsburg Truck Show
Holiday Open House
Julgransfest
Santa Lucia

Proposed 2023 Contract Extension: \$5,700

*Photography Updates by Request of Business with Appointment..... **\$275/ea.**

Marketing Proposal

Date: January 16, 2023
To: Kingsburg Downtown Business Improvement District
From: Lauren Goossen
Re: Social Media Manager Services

Bio

Born and raised in Kingsburg, I have worked in the community for many years. I take great pride in my hometown and want to become more involved in local events. I have joined the Kingsburg Youth Soccer League board this past year to be more involved in community events. We are active members of the Kings River Golf and Country Club.

Experience

I spent 19 years working and dancing at The Dance Company. I also worked at Berman's Flowers and Merit Window Fashions. I currently work for RPS Real Estate as an agent, the owner's assistant, and the social media manager.

As social media manager for RPS Real Estate, I created new Facebook (<https://www.facebook.com/rpsre.kingsburg/>) and Instagram ([RPS Real Estate \(@rps.realestate\) • Instagram photos and videos](#)) pages, used Canva to create custom graphics, increased followers, and improved website traffic. I worked with a website creator to reconstruct the RPS website ([RPS Real Estate | Kingsburg Selma Visalia Homes for Sale | RPS Real Estate And Investment Group](#)) and worked with Google to update the RPS Google pages. I also assisted in creating the new logo as well as new "For Sale" signs and other signage for the business.

Work to be Performed

As social media manager for the Business Improvement District, the goals and objectives as outlined in the Social Media Standard Operating Procedures will be the focus of work:

- Apply branding to each social media account
Ensure appropriate, visible branding and contact information on each account.
- Engage with audiences on all accounts
Respond to comments, and messages in a timely manner. Delete any spam that may appear; forward any pertinent information to the correct personnel.
- Prepare and schedule posts at the frequency requested per account
Use Canva, or other post creation applications, to create posts that encourage engagement, and are appealing to the audience.
- Build brand awareness
Create a "voice" for the Kingsburg Downtown Business Improvement District and keep it consistent across all pages that are associated. Keep the audience interested by creating new and appealing content to share regularly.

- Research, develop, and utilize hashtags based on each business niche
Ensure each hashtag used is beneficial to and supports what the post is about. Create a “Kingsburg BID” hashtag that can be used by all businesses, if desired.
- Drive leads and sales for BID members
Post information about specials, sales, or events that are coming up for the businesses individually or as a whole. This should promote more customers/clients to shop in the downtown district of Kingsburg.
- Spread exposure equally between the businesses
Monitor business exposure to ensure equal representation on social media pages.
- Report social media metrics monthly to the BID advisory board
Highlight increase or decrease in audience exposure.

Bid Price: \$1,000 per month

Availability: Available immediately

Contact Information: **Lauren Goossen**
559.283.4102
laureng07@att.net

From: [Matthew Kruper](#)
To: [Abigail Palsgaard](#)
Subject: proposal for Facebook manager
Date: Monday, February 27, 2023 9:07:06 PM

To **KINGSBURG DOWNTOWN BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD,**

I am submitting my proposal for the Facebook Manager position. I have taken training in Facebook ads and how they work and feel like my knowledge would be of benefit to your organization. My bid for the job is \$1000 a month.

Thank you,

Matthew

My contact information:

Matthew Kruper

Mpkrupe@gmail.com

559-549-3795

Sent from [Mail](#) for Windows

EXTERNAL SENDER – Verify identity before opening any attachments or following any links!

Erin Hansen

15458 S Del Rey Ave
Kingsburg Ca 93631
(559) 835-3911
erinbishop804@gmail.com

EXPERIENCE

Something Enchanted, Selma — *Entertainer*

2015-2020

Something Enchanted is an entertainment company that provided princess and other famous characters for children's birthday parties

KVC Volleyball Coach, Kingsburg — *Coach*

November 2018- April 2019

Kingsburg Volleyball Club was a travel volleyball club based out of Kingsburg for their 12's team.

Workouts Unlimited, Kingsburg — *Manager*

June 2019 - Current

Workouts Unlimited is a family owned gym located downtown Kingsburg. I have worked here since I graduated high school and going through college as a manager.

JMLORD Ag Inc, Fresno — *Tech*

March 2020 - November 2021

I worked at JMLord Ag Corp during the summers as a second job while I was not attending school. I would greet and take care of the customers who brought in samples for us to prep for the lab.

High School Volleyball Coach, Kingsburg — *Coach*

June 2021- Current

I coached the Kingsburg High Freshman Volleyball team during their 2021 and 2022 fall season.

Immanuel Volleyball Coach, Reedley — *Coach*

January 2023 - Current

I am currently a Kingdom Volleyball Academy head coach based out of Immanuel High School.

EDUCATION

SKILLS

Communicative
Friendly
Self starter
Responsible
Hardworking

AWARDS

Kingsburg Short Story Rotary Award

Academic Letter & Slashes

Varsity Letter & Slashes

Fresno Fair Photography Award (2nd Place)

Volleyball MVP Award

Volleyball Coaches Award

Volleyball Setters Award

LANGUAGES

English

Kingsburg High School, Kingsburg— High School Diploma

August 2015- June 2019

3.6 GPA, Academic Award each year, Varsity Volleyball 4 years, Involved in Ag and Photography

Clovis Community College, Clovis— Associates in Communications

August 2019 - May 2021

Social Media

Instagram- erin_lynn_hansen

Facebook -

<https://www.facebook.com/erin.bishop.75248?mibextid=LQJ4d>