



City of Kingsburg

1401 Draper Street, Kingsburg, CA 93631-1908
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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, May 2, 2023 at 8:00am

- I. Call to Order
- II. Public Comment
- III. City Update – Council Member Laura North
- IV. Approve Minutes from the 4/4/2023 Meetings as presented by City Clerk Abigail Palsgaard
- V. Photography Proposal- Possible Action
- VI. Christmas Tree Corners- 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 28th day of April 2023.

Abigail Palsgaard, City Clerk

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
April 4, 2023**

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

Call to Order: Chair Carpenter called the meeting to order at 8:02am.

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

Members Absent: None.

Public Comment: None.

Approve Minutes from the 3/7/2023 and 3/16/2023 Meetings as presented by City Clerk Abigail Palsgaard
Member Gierke motioned, seconded by Member Carrasco, to approve minutes from the 3/7/2023 and 3/16/2023 meetings. The motion passed by an unanimous voice vote.

Photography Proposal- Possible Action

The Board discussed the number of businesses in the BID zone. The Board decided they do not need event photos. Maybe we can update them every couple years. The Board discussed the possibility of the social media manager doing it in the future. The Board discussed a shorter term on the contract. Kim Hoff, Tenacity, said there is a lot more to the project than just taking the pictures. There is scheduling and post production edits. With her continuing her the contract, the look on the website will be consistent. The BID Board wants to be prudent on their funds. Member Gierke motion, seconded by Member Carrasco, to table this discussion until 5/2/2023. The motion passed by an unanimous voice vote.

Social Media Manager Proposals- Possible Action

Each party discussed their proposal. There are 4 proposals. The Board discussed the advantage of local content creators. The Board thinks it is important to have someone local, feet on the ground for the big downtown events and has the heart of Kingsburg. The Board discussed the different proposals. Molly Beck's proposal does not have amount- not qualified. Personality Hire can't be local as the BID would prefer. Lauren Goosen is local and knows the community. Oat and Oak removes a lot of the ambiguity. Member Carrasco motioned, seconded by Member Hess, to hire Oat & Oak for social media manger with social media #2 package, with modifying the structure to meet the \$999. The motion passed by an unanimous voice vote of 6 members with Member Safarjian abstaining from voting due to a conflict of interest.

Line Dancing Event- Possible Action

Community Service Director Adam Castaneda explained they have option to close Draper because of the business plan of the BID. The 6/2 event is fine, we just need to rename the event to not have a specific business in the name. Member Carrasco suggested "Downtown Summer Kick Off hosted by the Downtown Business Improvement". The Boards gave staff direction to use that name.

Christmas Tree Corners- Possible Action

Member Safarjian is investigating the cost of trees and new lights. Looking at adding the trees down to Lincoln. Will come to the next meeting with a budget for trees and a year to year maintenance plan.

Reports from Board Members

Member Carrasco said the Car Show is coming up, encourage BID members to be ready and participate. Member Gierke will be sending out the map of the event and would like to encourage businesses to be open during Friday night and the car show on Saturday.

Other Business- None.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 9:36am.

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.**