



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.

PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM THE PUBLIC WILL HAVE THE OPTION TO CALL 1 (425) 436-6335 PASSCODE 5290024 TO PROVIDE PUBLIC COMMENT. WRITTEN COMMENTS CAN STILL BE SUBMITTED BY MAIL OR EMAIL TO APALSGAARD@CITYOFKINGSBURG-CA.GOV. THE CUT OFF FOR WRITTEN COMMENTS IS 08/31/2021 at 4:00pm. THEY WILL NOT BE READ OUT LOUD.

**Kingsburg City Council Chamber
1401 Draper Street, Kingsburg, CA 93631
Wednesday, September 1, 2021 at 8am**

- I. Call to Order**
- II. Public Comment**
- III. Approve Minutes from the 8/4/2021 Meeting**
- IV. Discuss BID Logo for Cornhole Tournament**
- V. Discuss Social Media Proposal**
- VI. Reports from Board Members**
- VII. Other Business**
- VIII. 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 27th day of September 2021.

Abigail Palsgaard, City Clerk

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
August 4, 2021**

1401 Draper Street, Kingsburg, CA 93631

THE COUNCIL CHAMBER WAS OPEN TO THE PUBLIC AT 100% CAPACITY.

PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM THE PUBLIC HAD THE OPTION TO CALL 1 (425) 436-6335 PASSCODE 5290024 TO PROVIDE PUBLIC COMMENT. WRITTEN COMMENTS COULD BE SUBMITTED BY MAIL OR EMAIL TO APALSGAARD@CITYOFKINGSBURG-CA.GOV. THE CUT OFF FOR WRITTEN COMMENTS WAS 08/03/2021 at 4:00pm. THEY WILL NOT BE READ OUT LOUD.

Call to Order: Chairperson Carpenter called the meeting to order at 8:04am.

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

Members Absent: Steve Safarjian.

Public Comment: None.

Approve Minutes from 6/2/2022, 6/9/2021 and 6/21/2021

Member Gierke motioned to approve minutes from the /2/2022, 6/9/2021 and 6/21/2021 Meetings as presented by City Clerk Abigail Palsgaard. Member Hess seconded the motion and it passed by an unanimous voice vote.

Discuss Social Media Proposal-

Chairperson Carpenter said it can be grass roots on our own, build a calendar by reaching out to each member if they want to be on the calendar Member Carrasco said we can create a google form instead of going door to door with paper. Chairperson Carpenter we will have to go door to door to explain it. Member Gierke asked can we get a website going? Chairperson Carpenter yes we can get it going. Member Carrasco said we should give them a cut off date. Member Cooper asked if we are we hiring. Chairperson Carpenter not yet, we need to figure out how much time we need. We need to work on a downtown map. Member Gierke asked if they could do a directory and map. Chairperson Carpenter said I believe so. Member Cooper thinks a map is a waste, people would throw them away. Discussed that people come into city hall and chamber looking for maps. Discussed a map for tourists, map of services for residents and air b n bs.

Member Carrasco would like to go to the Halle Sembritzki & Summer Hijazi with the BID's top 3 needs- Chairperson Carpenter said she will meet with them soon.

Reports from Board Members

Member Gierke reported on the cornhole tourney for crayfish- are we still wanting to do it? Chairperson Carpenter we are willing to help. Member Gierke discussed the location in the beer garden. We can have 6-7 games going at one time. Member Gierke motioned the BID sponsor the cornhole tourney with a cost of \$300 for the prize and participate. Member Coehlo seconded the motion. The motion passed with a voice vote of all in favor. Member Gierke will bring the logo back for approval. Will need to know what to put on the boards two weeks out.

Other Business

Economic Development Consultant Jolene Polyack shared report on Dala Dollars in 10 months \$10,905 purchased, \$6,086 redeemed.

Member Carrasco said there is a link at the bottom of the dala dollars where you can check your amount. It makes

the transactions go smoothly.

Member Hess discussed signage off the 99 and the higher cost of everything.

Member Cooper spoke about the trash enclosure behind her shop and the disrepair it is in.

Kim White, business owner, wants to know if we can get more business owners here? Chairperson Carpenter said we post and we do out reach. Board discussed how downtown is a team and we need to work together.

Adjourn: The meeting was adjourned to next meeting at 8:55am.

Submitted by:

Abigail Palsgaard, City Clerk

From: [Bermans Flowers Leslie](#)
To: [Abigail Palsgaard](#)
Subject: Fwd: Social and Communication Subcommittee Proposal
Date: Tuesday, August 31, 2021 12:07:19 PM

----- Forwarded message -----

From: **Amanda Carrasco** <amanda@shopheritageco.com>
Date: Mon, Aug 30, 2021 at 1:25 PM
Subject: Social and Communication Subcommittee Proposal
To: Leslie Carpenter <bermansflowers1@gmail.com>

Social and Communication Subcommittee Proposal

Objective: To establish a system for BID members to submit content for social media distribution and to refresh the BID website.

Website Plan of Action:

Update the existing website at www.kingsburgdowntown.com by refreshing the main page, adding a directory page and a contact page and social media plug in to Instagram that will auto load Instagram posts.

The business directory page will include categories as follows:

- Professional Services
- Personal Services
- Health Services
- Dining
- Retail Shops

All BID active members (those who have paid BID dues as part of City business licensing fee) will have a clickable link on the directory to their business website.

Proposed budget needed: \$0 for refresh and maintenance done in house. (Does not factor in domain or hosting costs).

Social Media Plan of Action:

Subcommittee members will create a submission form via Google forms. A handwritten form option will be available as well and subject to the same monthly deadline.

BID active members have the opportunity to submit content submissions for inclusion on social media (Instagram and Facebook) on a monthly basis. BID Member will fill out online form that includes business name and contact, social media handle, a picture or graphic to post and caption information. Cutoff will be the 20th of the month for the following month's calendar. (i.e. November 20th to be included in December Content Calendar.)

Subcommittee members will create a monthly Content Calendar including submissions for BID members as well as additional content that is generic to downtown district (i.e. upcoming events, informational and historical info as needed to fill content calendar).

Content Calendar will be submitted to BID Committee during monthly meetings for approval.

Proposed budget needed: \$0

Communication Plan of Action: In an effort to keep BID members informed about committee meetings, events, etc we propose setting up email blasts and text alerts. BID members can opt in to either option, both or none if they so chose. Additionally we'd love to add a monthly newsletter that recaps BID meetings, has a spot for informational content (i.e. KPD gives tips for keeping shoplifting down in 4th quarter, etc.) and sharing celebratory milestones, (business anniversaries, etc).

Proposed budget needed: \$5/month estimated for contact list that includes maximum 150 SMS contacts (text message) and 250 email contacts.