



City of Kingsburg

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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, September 5, 2023 at 8:00am**

- I. Call to Order**
- II. Public Comment**
- III. Approve Minutes from the 8/1/2023 Meeting as presented by City Clerk Abigail Palsgaard**
- IV. Small Business Saturday/Black Friday and Other Upcoming Events - Possible Action**
- V. Reports from Board Members**
- VI. Other Business**
- VII. 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 1st day of September 2023.

Abigail Palsgaard, City Clerk

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
August 1, 2023**

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

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

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

Members Absent: Amanda Carrasco, Reggie Gierke and Lauren Cooper.

Public Comment: None.

Approve Minutes from the 7/18/2023 Meeting as presented by City Clerk Abigail Palsgaard

Member Safarjian motioned, seconded by Member Lackey, to approve Minutes from the 7/18/2023 Meeting as presented by City Clerk Abigail Palsgaard. The motion passed by an unanimous voice vote of those members present.

Amending Oat & Oak's contract regarding social media networks (LinkedIn, Twitter and Threads) –

The Board discussed which social media platforms are beneficial for the BID. Member Safarjian motioned, seconded by Member Lackey, to revise the Oat and Oak contract to eliminate LinkedIn and create Threads at no cost. The motion passed by an unanimous voice vote of those members present.

Reports from Board Members

Member Safarjian proposed a scarecrow contest & a separate window decorating contest from 9/25-10/27 for BID businesses. RPS Realty will donate a \$200 prize for 1st place (using an outside judge) and \$200 for popular vote. The Board thought it was a great idea and would support it. Member Lackey said we need flyers and emails for the fall window/scarecrow. The Board will send them out in the next 2 weeks.

Member Safarjian proposed a fall rock search downtown. Community members would find a special BID rock and they would get \$5/off a BID member's purchase. RPS will repay the business. He will put out 50 rocks, and RPS will donate \$250. He feels like we need something in the fall to bring people downtown and from the surrounding communities. We can market the holiday kickoff. Member Carpenter suggested numbering the rocks and take a photo of the winner and take a picture when it the coupon is redeemed. The Board thought it was a good idea and will support it.

The Board discussed the Christmas trees and lights. Member Safarjian suggested maybe doing a window and tree competition for holiday decorating.

Member Lackey asked if there is anything we can do for the Crayfish Festival? Beautification? Encourage members to be open later? Is there anything that we can do to get our name out there? Maybe we can do a backdrop for a photo op with a QR code. Chair Carpenter said we can see how much a crayfish festival backdrop would be and partner with the Chamber for the winners to take pictures and the public. The backdrop could the BID and Chamber logo. The Board supported this idea.

The Board discussed the holiday kick off on 11/4. Member Lackey would like the next meeting to have something on the agenda for small business Saturday, Black Friday and other upcoming events.

Other Business: None.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 8:52am.

Submitted by:

Abigail Palsgaard, City Clerk