

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
January 3, 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: Paiton Lackey, Steve Safarjian, Lauren Cooper, Reggie Gierke, June Hess, and Leslie Carpenter.

Members Absent: Amanda Carrasco

Public Comment: None.

Approve Minutes from the 10/13/2022, 11/1/2022 and 12/6/2022 Meetings as presented by City Clerk Abigail Palsgaard

Member Gierke motioned to approve minutes from the 10/13/2022, 11/1/2022 and 12/6/2022 Meetings as presented by City Clerk Abigail Palsgaard with corrections as stated. Member Safarjian seconded the motion and it passed by an unanimous voice vote of those members present.

Social Media Manager Consultant- Possible Action- The Committee discussed the need for a social media manager. They discussed the highlighting of businesses. Social media goals, timeline and communications were discussed. The Board requested the consultant to come to meetings. They discussed the measurable metrics wording 'increase in sales'. 'Featured' if we can use branding or QR code. Discussed BID Social Platforms. They can have a survey for businesses in what platforms they use. Discussed branding. Member Gierke motioned to approve the request for proposal with the exception for the pay to be highlighted. Member Lackey seconded the motion and it passed by an unanimous voice vote of those members present.

The next step is budget. Would take 10-12 hours at \$20/hour. Budget \$15,000. Member Lackey said she would like to spend less and the businesses that she spoke to want events. They discussed sharing what people tag, the cost, and the majority of the budget. \$1,000 a month/ \$12,000- to go out bid, month to month with a 2/28/2023 deadline. Member Safarjian motioned, seconded by member Gierke, to set the budget to \$12,000 with a month to month contract, with each month not surpassing \$1,000 with a 2/28/2023 deadline for proposals. The motion passed by an unanimous voice vote of those members present.

Website Finalization-

The website should be live this week. The photographer will be back to take pictures of the new business. Discussed window clings, stickers. The Board will order some for the businesses.

Potential Workshops-

Member Lackey said she will host the first one on 2/7/2023 at Bella Rose from 5:30-7:30pm. It will be a collaborative meeting for members where we can share expertise. The Board discussed having the workshop the 1st Tuesday of every month.

Reports from Board Members-

Member Safarjian asked for an update regarding downtown zoning. Jolene Polyack said there is no update, council gave direction for incentives instead of re-zoning to prohibit certain uses. Once we have new committee members for economic development, we will meet to discuss incentives.

Other Business- Jolene Polyack discussed the mini-murals- 5 murals downtown, will be done by April 1st.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 9:28am.

Submitted by:

Abigail Palsgaard, City Clerk