

KINGSBURG DOWNTOWN BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
Regular Meeting Minutes
February 4, 2021

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

[VIA TELECONFERENCE PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM. THE COUNCIL CHAMBER WILL BE CLOSED TO THE PUBLIC. PUBLIC WILL ALSO HAVE THE OPTION TO CALL 1 \(425\) 436-6335 PASSCODE 5290024 TO PROVIDE COMMENTS ON AGENDA ITEMS. WRITTEN COMMENTS CAN STILL BE SUBMITTED BY MAIL OR EMAIL TO APALSGAARD@CITYOFKINGSBURG-CA.GOV. THE CUT OFF FOR WRITTEN COMMENTS IS 02/03/2021 at 4:30pm. THEY WILL NOT BE READ OUT LOUD.](#)

Call to order: City Clerk Abigail Palsgaard called the meeting to order at 8:01am.

Members present: Leslie Carpenter, June Hess, Briana Valdez, Steve Safarjian, Paula Coelho and Reggie Gierke.

Member present via teleconference: Lauren Cooper.

Members absent: None.

Staff present: City Manager Alexander Henderson and City Clerk Abigail Palsgaard.

Public Comments: None.

Appoint Chair and Vice Chair

City Clerk Palsgaard opened the nomination period for Chair. Member Coelho nominated Leslie Carpenter. Member Valdez nominated herself. City Clerk Palsgaard closed the nomination period. Leslie Carpenter was elected chair by an anonymous roll call vote. City Clerk Palsgaard opened the nomination period for Vice Chair. Member Coelho nominated Steve Safarjian. Member Valdez nominated herself. City Clerk Palsgaard closed the nomination period. Steve Safarjian was elected Vice Chair with a roll call vote with Member Coelho, Member Hess, Member Gierke and Member Cooper for Steve Safarjian. Members Safarjian, Carpenter and Valdez abstained.

Public Comment: None.

Review of Governing Documents & Fees Collected

The Board discussed how to use the fees. Member Safarjian said important we represent everyone one on the district, we need to look at the need of what will help everybody. We need to make sure everything that gets out there is accurate. He would like to continue to use social media to promote what is going on. Chairwoman Carpenter said she would like to focus on social media marketing, partnering with the Chamber. She would like getting out to the businesses for face to face contact and educate that we are here for them. Our goal is to inspire young people to open small businesses. Member Gierke spoke about reaching out to members, would like to have a workshop or a survey of businesses of that they would like. Member Valdez said she would like to see what times work better for business owners, would like to move forward with social media, and would like coordination to make it look professional. Chairwoman Carpenter would like to make a schedule for downtown posts, if you have something in March, send it to us by mid-February. Member Gierke said I know we spoke about contracting out the social media to someone that is really good at it. Member Valdez would like to do sponsor adds, have videos and other outreach monthly. Chairwoman Carpenter would like the first use of fees in

marketing. She would like to reach out to someone in our district, get some quotes. The Board discussed purchasing powers. Member Gierke is tasked with reaching out to find a social media company. Member Safarjian would like to promote Dala Dollars. The Board discussed the use Dala Dollars. Member Valdez would like to do a bi-annual booklet of top 10 reasons to shop downtown Kingsburg. Member Safarjian said as he would like to promote agri-tourism and working with the Chamber. He would like to include the church's festivals. Chairwoman Carpenter said if we can show anyone how their money is working to support them, it is worth it. Member Geirke said marketing is going to be our main focus. Chairwoman Carpenter said also working with the Chamber for downtown events. Member Valdez would like to advertise on the electronic billboard.

Other Business: None.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 8:43am.