

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
March 3, 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 WAS CLOSED TO THE PUBLIC. PUBLIC HAD THE OPTION TO CALL 1 (425) 436-6335 PASSCODE 5290024 TO PROVIDE COMMENTS ON AGENDA ITEMS. WRITTEN COMMENTS COULD BE SUBMITTED BY MAIL OR EMAIL TO APALSGAARD@CITYOFKINGSBURG-CA.GOV. THE CUT OFF FOR WRITTEN COMMENTS WAS 02/03/2021 at 4:30pm. THEY WERE NOT READ OUT LOUD.

Call to Order: Chairperson Carpenter called the meeting to order at 8:03am.

Members present: June Hess, Lauren Cooper, Paula Coelho, Reggie Gierke, Steve Safarjian and Chairperson Leslie Carpenter.

Members absent: Briana Valdez.

Staff present: City Clerk Abigail Palsgaard and Economic Development Consultant Jolene Polyack.

Public Comment: None.

Discussion on How to Use Fees and Reports Form Board Members

Member Gierke has reached out to three companies for quotes on social media and website assistance. He has only heard back from JP Solutions. He reviewed the different price of \$50/\$150 a month for building and maintaining A website with the Board. The Board discussed having dates of upcoming events for businesses in the BID.

The Board discussed social media options and prices that started at \$297 a month. They would like to see examples and do not want to pay if they have to provide their own content.

Member Safarjian would like to promote all of downtown. Chairperson Carpenter suggested highlighting a business once a week, or once every two weeks. Member Coelho would like to brand downtown as a destination, we get people out of town that love it here. The Board discussed events outside of Kingsburg that draws people in like the river, agri-tourism, the golf course and the gun club.

Member Hess would like to promote businesses being open on holiday Mondays. People come from out of town and are disappointed there are only a few businesses open.

Member Safarjian would like to use some fees for big events to support trolley rentals. Having the trolley bringing people in from the events outside of the downtown could be beneficial. You have to try something different.

Member Cooper would like to hire someone to take pictures downtown so that they are all consistent.

The Board discussed maybe hiring someone to take pictures for the website, but also have the ability for spontaneous events.

Public Comments- Amanda Carrasco, Downtown Business Owner, said you can have a photographer add a

light filter to members photos to add to the professional photos. Chairperson Carpenter would like to speak to her about social media. Ms. Carrasco said if it looks good it will draw people downtown. She would rather use the social media manager budget for advertising on a digital billboard.

Member Safarjian said the City and the Economic Development Committee has been discussing a digital billboard for the City.

Other Business:

Member Hess discussed using TOTs specifically or tourism.

Member Safarjian discussed a Dala Dollars issue with zip codes- it isn't printing and without it the transaction will be declined. He will work with Jolene Polyack to get the information out.

Chairperson Carpenter would like to reach out to the businesses to see how we can help them.

The Board discussed a face to face contact to invite business owners to a group meeting. Chairperson Carpenter will make a contact card for businesses.

Member Hess said it is Blossom Trail time- would like to have banners advertising.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 9:13am.

Submitted by:

Abigail Palsgaard, City Clerk