

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
April 4, 2022**

1401 Draper Street, Kingsburg, CA 93631

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

Members Present: June Hess, Steve Safarjian, Amanda Carrasco, and Chairperson Leslie Carpenter.

Members Absent: Lauren Cooper, Reggie Gierke and Paula Coelho.

Public Comment: None.

Minute Approval

Member Carrasco motioned, seconded by Member Hess, to approve minutes from the 2/2/2022, 2/4/2022, 2/17/2022 and the 3/2/2022 meetings as presented by City Clerk Abigail Palsgaard. The motion passed by an unanimous voice vote of those members present.

Billboard Discussion

Jolene Polyack, Economic Development Consultant, discussed her research regarding advertising on a digital billboard. Ms. Polyack said locally talks have stalled. There is a billboard at 99 and Merritt, the cost is \$3,000 for 4 weeks. The Economic Development Committee supports this, and next she will take the proposal to the Chamber of Commerce for support and next will be Council. The Board discussed that they would like to advertise the 4th quarter for the holidays and the Swedish Festival. Member Safarjian motioned, seconded by Member Carrasco, to support and share the fees of the billboard as presented. The motion passed by an unanimous voice vote of those members present.

Reports from Board Members

Member Carrasco shared Member Cooper's email regarding photography. After speaking to Ron at 5 Creative, we will need general pictures of downtown. The Board discussed crowd sourcing the photos. Chairperson Carpenter said if our current photographer does it will have a continuity with the business pics. Member Carrasco said to put it on the agenda and take the next month to put it together. Member Safarjian said there should be a city data base of current photos of events in partnership with chamber and the city. Historic Park may have photos. Member Carrasco said it might be worth if she takes a bunch of photos. Board gave staff direction to put the proposed fees on the next agenda and the Board will try to see if they can get photos.

Adjourn: The meeting was adjourned to next meeting of 5/2/2022 at 8:33am.

Submitted by:

Abigail Palsgaard, City Clerk