

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
April 4, 2023**

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

Call to Order: Chair Carpenter called the meeting to order at 8:02am.

Members Present: Steve Safarjian, Paiton Lackey, Amanda Carrasco, Lauren Cooper, Reggie Gierke, June Hess and Chairperson Leslie Carpenter.

Members Absent: None.

Public Comment: None.

Approve Minutes from the 3/7/2023 and 3/16/2023 Meetings as presented by City Clerk Abigail Palsgaard
Member Gierke motioned, seconded by Member Carrasco, to approve minutes from the 3/7/2023 and 3/16/2023 meetings. The motion passed by an unanimous voice vote.

Photography Proposal- Possible Action

The Board discussed the number of businesses in the BID zone. The Board decided they do not need event photos. Maybe we can update them every couple years. The Board discussed the possibility of the social media manager doing it in the future. The Board discussed a shorter term on the contract. Kim Hoff, Tenacity, said there is a lot more to the project than just taking the pictures. There is scheduling and post production edits. With her continuing her the contract, the look on the website will be consistent. The BID Board wants to be prudent on their funds. Member Gierke motion, seconded by Member Carrasco, to table this discussion until 5/2/2023. The motion passed by an unanimous voice vote.

Social Media Manager Proposals- Possible Action

Each party discussed their proposal. There are 4 proposals. The Board discussed the advantage of local content creators. The Board thinks it is important to have someone local, feet on the ground for the big downtown events and has the heart of Kingsburg. The Board discussed the different proposals. Molly Beck's proposal does not have amount- not qualified. Personality Hire can't be local as the BID would prefer. Lauren Goosen is local and knows the community. Oat and Oak removes a lot of the ambiguity. Member Carrasco motioned, seconded by Member Hess, to hire Oat & Oak for social media manger with social media #2 package, with modifying the structure to meet the \$999. The motion passed by an unanimous voice vote of 6 members with Member Safarjian abstaining from voting due to a conflict of interest.

Line Dancing Event- Possible Action

Community Service Director Adam Castaneda explained they have option to close Draper because of the business plan of the BID. The 6/2 event is fine, we just need to rename the event to not have a specific business in the name. Member Carrasco suggested "Downtown Summer Kick Off hosted by the Downtown Business Improvement". The Boards gave staff direction to use that name.

Christmas Tree Corners- Possible Action

Member Safarjian is investigating the cost of trees and new lights. Looking at adding the trees down to Lincoln. Will come to the next meeting with a budget for trees and a year to year maintenance plan.

Reports from Board Members

Member Carrasco said the Car Show is coming up, encourage BID members to be ready and participate. Member Gierke will be sending out the map of the event and would like to encourage businesses to be open during Friday night and the car show on Saturday.

Other Business- None.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 9:36am.

Submitted by:

Abigail Palsgaard, City Clerk