

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
April 7, 2021**

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

PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM THE COUNCIL CHAMBER WILL BE OPEN AT 25% CAPACITY (including City Council Members and City Staff) 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 04/06/2021 at 4:30pm. THEY WILL NOT BE READ OUT LOUD.

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

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

Members absent: Reggie Gierke.

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

Public Comment: None.

Member Valdez motioned to approve minutes from the 2/4/2021 and 3/3/2021 Meetings as presented by City Clerk Abigail Palsgaard. Member Safarjian seconded the motion and it passed by an unanimous voice vote of the members present.

Budget of Funds Discussion to present to City Council

Member Safarjian would like broad wording so that the budget is flexible. Chairperson Carpenter said there are members in the BID that would like to utilize high school students or volunteers. Spoke to people in the district that can do it. Would like to outsource so it is unbiased. The Board wasn't comfortable with a two year contract. Member Cooper said the Old Town Clovis website is amazing. Member Valdez said we can keep it more general and next year once we know more we can have a more specific budget. She shared about a marketing company with general posts that were not helping the businesses. Would like to have more control in the posts and having businesses owners to be able to reply. Member Safarjian said we need the base of marketing so we can market, nucleus that can get the word out. The Board agreed social media is the way to market. Chairperson Carpenter said we can maybe go with JP Solutions and let him know that the Board would like some control. Member Valdez said we can get all of the same apps, same filter and collaborate. Member Safarjian stated that accountability with whoever we go with is important. The Board feels comfortable with the budget.

Reports from Board Members

Chairperson Carpenter made contact cards to give out to business owners. She also asked about not allowing other businesses to park on the public street in front of other businesses. City Clerk Palsgaard said the public street is open to anyone to park and the businesses can come to their own agreement.

The Board broke down the BID map for where people are going to contact.

Member Safarjian said the Swedish Days parade map will be off draper to make it more business friendly. Would like to communicate with the downtown on how this is business friendly.

Chairperson Carpenter asked if we should contact the chamber to see if we can help. Member Safarjian said the chamber has it under control.

Member Cooper said she was thinking of possibly hiring someone to take photos, someone to take pictures of each business for our directory to have a link to their website. Charges \$300/hour. Committee thinks it is a good idea. Chairperson Carpenter would like to see a proposal.

Member Hess would like to ask for the TOTs to help utilize the trolley.

Member Valdez asked if she should continue to promote on social media. The Board said yes please.

Other Business- None.

Adjourn: The meeting was adjourned to next meeting 5/5/2021 at 8:51am.

Adjourn to next meeting May 5, 2021 at 8am 851

Submitted by:

Abigail Palsgaard, City Clerk