

**Kingsburg Downtown Business Improvement District Advisory Board  
Regular Meeting Minutes  
May 5, 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 05/04/2021 at 4:30pm. THEY WILL NOT BE READ OUT LOUD.**

**Call to Order:** Chairperson Carpenter called the meeting to order at 8:00am.

**Members Present:** Reggie Gierke, June Hess, Lauren Cooper, Paula Coelho, Briana Valdez, Steve Safarjian (left at 8:30am) and Chairperson Leslie Carpenter.

**Members Absent:** None.

**Public Comment:** None.

Member Gierke motioned to approve minutes from the 4/7/2021 Meetings as presented by City Clerk Abigail Palsgaard. Member Hess seconded the motion and it passed by an unanimous voice vote.

**Final Budget of Funds Discussion**

Member Safarjian motioned to present to City Council the budget as described in the Management Plan. Member Gierke seconded the motion and it passed by an unanimous voice vote.

**Reports from Board Members**

Committee members have gotten questions why the BID fee is 100% of business license fee from business owners and how the fees are calculated. The Committee discussed how the consultants advised you need enough money for the BID to be successful. The business license fees are adopted by Council and are a part of the master fee schedule.

Web designer Jared Ramos shared information regarding his company that includes videography, web design, and marketing. His contract would include hosting and a yearly contract. He showed examples of his pictures. Is the only one running the page, will only answer if needed,

Jason Poyner, JP Solutions, custom website route, building the website from the ground up, about \$3,500. Cheaper option to have a base predesigned website. Chairwoman Carpenter asked about responses with social media. Member Gierke asked how many times we want to change something, like a calendar. Monthly support of one hour a month. 72 hour turn around. Member Valdez would like to have a calendar so businesses can add things to the calendar on their own and editing their information. Reviewed social media- different prices per how many channels. 12 posts a month. Discussed the marketing.

The Committee reviewed quote from Halle Sembritzki and Summer Hijazi. They are newly college graduates. Member Coelho asked if we do \$2,400 a month, that would be a whole budget. Member Valdez said it is right on with 20 hours a week, and 80 hours a month.

**Other Business**

Member Valdez shared her social media program. Spoke that the board is representing BID businesses would like to see how they spend the money. The Committee decided to have an open house on 5/19 at 8am to invite business owners to give their input.

Member Valdez said ABBA Ministries mentioned having recycle bins on Draper.

Member Hess discussed utilizing TOTs.

**Adjourn:** The meeting was adjourned to next meeting at 9:19am.

Submitted by:

Abigail Palsgaard, City Clerk