

**Kingsburg Downtown Business Improvement District Advisory Board  
Regular Meeting Minutes  
August 1, 2023**

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

**Call to Order:** Chair Carpenter called the meeting to order at 8:04am.

**Members Present:** Paiton Lackey, Steve Safarjian, June Hess, and Chairperson Leslie Carpenter.

**Members Absent:** Amanda Carrasco, Reggie Gierke and Lauren Cooper.

**Public Comment:** None.

**Approve Minutes from the 7/18/2023 Meeting as presented by City Clerk Abigail Palsgaard**

Member Safarjian motioned, seconded by Member Lackey, to approve Minutes from the 7/18/2023 Meeting as presented by City Clerk Abigail Palsgaard. The motion passed by an unanimous voice vote of those members present.

**Amending Oat & Oak's contract regarding social media networks (LinkedIn, Twitter and Threads) –**

The Board discussed which social media platforms are beneficial for the BID. Member Safarjian motioned, seconded by Member Lackey, to revise the Oat and Oak contract to eliminate LinkedIn and create Threads at no cost. The motion passed by an unanimous voice vote of those members present.

**Reports from Board Members**

Member Safarjian proposed a scarecrow contest & a separate window decorating contest from 9/25-10/27 for BID businesses. RPS Realty will donate a \$200 prize for 1<sup>st</sup> place (using an outside judge) and \$200 for popular vote. The Board thought it was a great idea and would support it. Member Lackey said we need flyers and emails for the fall window/scarecrow. The Board will send them out in the next 2 weeks.

Member Safarjian proposed a fall rock search downtown. Community members would find a special BID rock and they would get \$5/off a BID member's purchase. RPS will repay the business. He will put out 50 rocks, and RPS will donate \$250. He feels like we need something in the fall to bring people downtown and from the surrounding communities. We can market the holiday kickoff. Member Carpenter suggested numbering the rocks and take a photo of the winner and take a picture when it the coupon is redeemed. The Board thought it was a good idea and will support it.

The Board discussed the Christmas trees and lights. Member Safarjian suggested maybe doing a window and tree competition for holiday decorating.

Member Lackey asked if there is anything we can do for the Crayfish Festival? Beautification? Encourage members to be open later? Is there anything that we can do to get our name out there? Maybe we can do a backdrop for a photo op with a QR code. Chair Carpenter said we can see how much a crayfish festival backdrop would be and partner with the Chamber for the winners to take pictures and the public. The backdrop could the BID and Chamber logo. The Board supported this idea.

The Board discussed the holiday kick off on 11/4. Member Lackey would like the next meeting to have something on the agenda for small business Saturday, Black Friday and other upcoming events.

**Other Business:** None.

**Adjourn:** The meeting was adjourned to next meeting, as decided by the Board at 8:52am.

Submitted by:

Abigail Palsgaard, City Clerk