



City of Kingsburg

1401 Draper Street, Kingsburg, CA 93631-1908
Phone (559)897-5821 Fax (559)897-5568

Mayor Laura North
Mayor Pro Tem Vince Palomar
Council Member Michelle Roman
Council Member Jewel Hurtado
Council Member Brandon Pursell, Jr.
City Manager Alexander J. Henderson

AGENDA

Kingsburg Downtown Business Improvement District Advisory Board

THE COUNCIL CHAMBER IS OPEN TO THE PUBLIC AT 100% CAPACITY.

**Kingsburg City Council Chamber
1401 Draper Street, Kingsburg, CA 93631
Monday, May 2, 2022 at 8am**

- I. Call to Order**
- II. Public Comment**
- III. Approve Minutes from the 4/4/2022 Meetings as presented by City Clerk Abigail Palsgaard**
- IV. Photography Discussion- Possible Action**
- V. Reports from Board Members**
- VI. Other Business**
- VII. Adjourn to next meeting as decided.**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the office of the City Clerk (559) 897-6520. Notification 48 hours prior to a meeting will enable the City to make reasonable arrangements to ensure accessibility to that meeting [28 CFR 35 .102.35.104 ADA Title II].

I hereby certify, under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the front entrance of City Hall not less than 72 hours prior to the meeting. Dated this 28th day of April 2022.

Abigail Palsgaard, City Clerk

**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



April 1, 2022

Dear Kingsburg Downtown Business Improvement District,

We are half-way through the photography of BID Member businesses! What a fun adventure it has been to meet and work with everyone. Per my many conversations with Lauren Cooper, I made the time to consult with Ron of Five Creative Group, about the BID website concept, design and layout, to get a better feel for the type of photography they are looking to obtain. As my initial hunch, we were correct in deciding to capture the heart and soul of our town with regard to businesses. With this mind, we also spoke about the overall appeal of the website and the ambiance they are looking to create with regard to the media impression of Downtown Kingsburg. Ron concurred that having photos that display the warm, friendly, family-feel of activity around town is the goal; families enjoying a visit on one of our many benches, children around on the Dala horses, sunlight streaming through the trellis' under the teapot waterpower, mom's with stroller's crossing Draper, grandparents walking hand-in-hand with grandchildren, young couples holding hands, ladies enjoying time together under our shade trees!

The reason for my letter is to update you on progress, as well as, bring to light a need that has arisen. The initial request for proposal (RFP) provided by the BID included photography of "City Life," however the final RFP, that our current contract is based on, did not. So the time and processing necessary to capture these types of photos was not accounted for in current contract.

I would like to request the additional funds in the remaining budget be allocated for the taking and processing of these "Town Ambiance" photos. This would be an additional \$1,320, bringing the contract to the allotted total budget of \$15,000 for the completion of the project. A limit will not be placed on how many "heart and soul" photos are taken, as every opportunity will be used to capture these shots as I see them. They will not be staged photos, but actually photographed as they are happening; showing the "true" real-life ambiance of our town!

Please inform me of your decision, so I can allot the extra time and pop-in on weekends to catch our visitors and residents in action!

Kindest Regards,

Kimberly Kennedy Hoff

www.TheTenacityTeam.com