

**Kingsburg Downtown Business Improvement District Advisory Board
Regular Meeting Minutes
June 13, 2022**

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

Call to Order: Vice Chairperson Safarjian called the meeting to order at 3:31pm.

Members Present: Paiton Lackey, Lauren Cooper, Reggie Gierke, June Hess, Amanda Carrasco and Vice Chair Steve Safarjian.

Members Absent: Leslie Carpenter.

Public Comment: None.

Swedish Festival Photo Campaign- Possible Action

Member Cooper reported that Photographer Kim Hoff was not able to attend the Swedish Festival due to an illness. She is proposing a photo campaign. Vice Chair Safarjian doesn't like the part about asking the businesses for donations, they already give a lot. Member Carrasco feels that time has passed for Swedish festival, it should be announced before next years to get people interested? Vice Chair Safarjian said maybe a quarterly photo contest.

Member Cooper would like to get rid of the prizes also. Member Carrasco said the BID is always welcoming photos with sharing posts that they tag the BID in. Member Gierke asked what is the benefit for the BID for the competition? Member Lackey said maybe a hashtag so that more people can see it and then maybe frame it. Member Gierke said it is in her agreement to take these photos. She should have a plan if she may not be able to make it. Member Cooper said if this is too much, then we can tell people to tag us in their Swedish festival photos. No end dates. Email or tag in social media. Vice Chair Safarjian said we can do this one time, and then see what her plan is in case of an emergency. Spoke about Johnson's photos. Member Gierke said the Chamber would be willing to share. The board agreed to no action on the proposal. Instead, there will be a BID social media campaign.

Other Business

Member Carrasco would like to add approving the adoption of city's social media policy to the next agenda. She also encourages businesses to fill out their profile for the website.

Member Cooper will go to Kim Hoff about moving forward with our own social media campaign. Ask for a plan for future events in case she has an emergency.

City Clerk Palsgaard will attach the FY22/23 BID budget to the next packet.

Vice Chair Safarjian will speak to council on the ordinance- discussed the downtown. Not eliminating, 3 steps back.

Adjourn: The meeting was adjourned to next meeting, as decided by the Board at 4:01pm.

Submitted by:

Abigail Palsgaard, City Clerk