

**Kingsburg Economic Development Committee
Minutes May 23, 2022 Meeting**

I. Call to order and roll call – Henderson

Present: Michelle Roman, Laura North, Alex Henderson, Jolene Polyack, Lisa Swartz

Absent: Steve Safarjian

II. Approval of minutes – Henderson

The March 14, 2022 minutes were approved.

III. Public Comments – Henderson

No public comments.

IV. Downtown Zoning Discussion– Henderson

Discussion focused primarily on parking issues and ways to bolster local tourism. No action was taken at this time.

V. Old Business – Henderson

Mural Program Update – Roman

Michele plans on rolling out the program soon so that it can create buzz over the summer. She had several property owners interested in allowing murals to be painted on their buildings. She plans on starting with two locations.

Advertising Opportunities – Polyack

The Chamber of Commerce and Business Improvement District have conceptually approved to split the cost for a digital sign located on Highway 99 south of Kingsburg. The City's portion is currently under review with the City Council. If approved, Jolene will circle back to the other organizations.

VI. New Business – Henderson

No new business was reported.

VII. Adjournment – Henderson