

Downtown Midland
Business Improvement Area

2023 Annual General Meeting

10/16/2023



Agenda

1. Call to Order, Introductions, Opening Remarks
2. Approval of 2022 Annual General Meeting Minutes
3. 2022 Financial Report
4. Call for 2023/2024 Board Member
5. 2023 Reports & Program
7. 2023 Budget
8. New Business
9. Adjournment



2023 Annual General Meeting

BIA Introduction



BIA Overview

The BIA is a not-for-profit organization established for the main purpose of revitalizing the central business district of the Town of Midland. Downtown Midland is designated as a Business Improvement Area (BIA) through the Ontario Municipal Act, enacted through a Town of Midland bylaw in 1977.

We are governed by a volunteer Board of Management consisting of seven members and managed by one full-time staff.

The association is funded by a levy placed on the property taxes of each owner within the designated boundaries. The budget is presented to the town council for approval.



BIA Mission

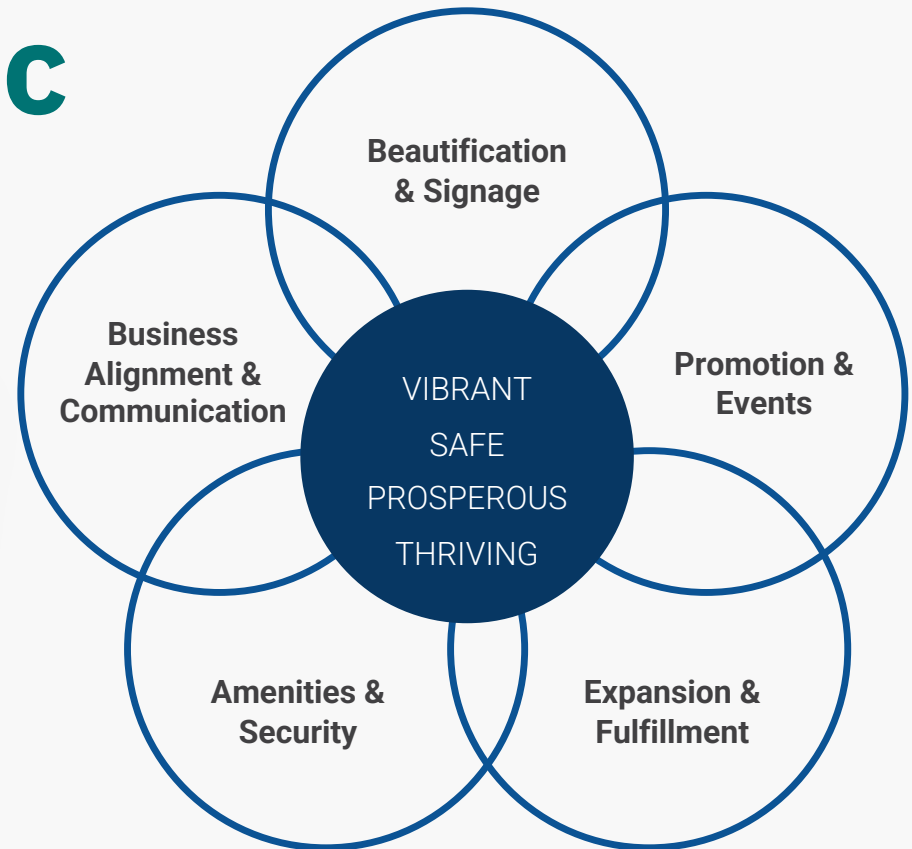
The Downtown Midland Business Improvement Area is an association that acts on behalf of its member merchants, restaurants, businesses and property owners, along with the Town of Midland, **to ensure that Downtown Midland is a safe, vibrant, thriving and prosperous community** in the Heart of Georgian Bay.



2023 Annual General Meeting

2023 Strategic Pillars

These 5 strategic pillars are the backbone of the BIA's 2023 strategy to support a thriving and prosperous, safe and vibrant community. They are the focused priorities that outline the methods in which we achieve our goals and mission.



BIA Board of Management

The BIA Board is comprised of local business leaders that have a drive to see the downtown flourish.



Nicole French
Chair



Megan Marchildon
Vice-Chair



Roberta Douglas



Michael Sellwood
Treasurer



Bill Meridis
Town Council



Sarah Kenney



Call for 7th Board Member

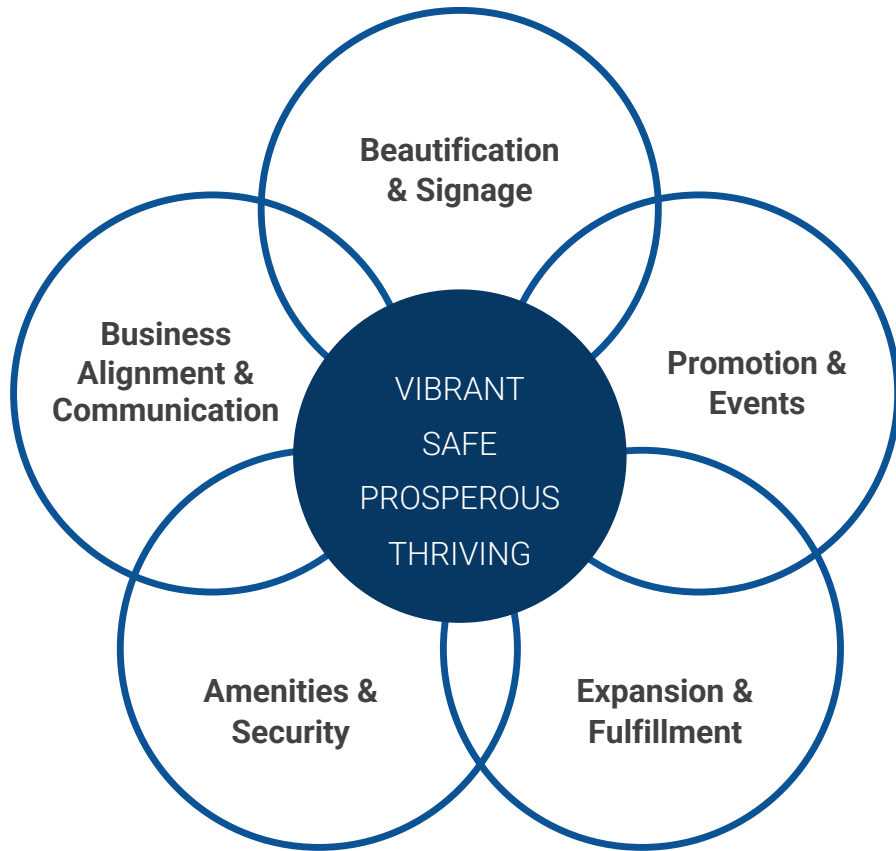


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2023 Reports

Reports to date and plan for remainder for 2023





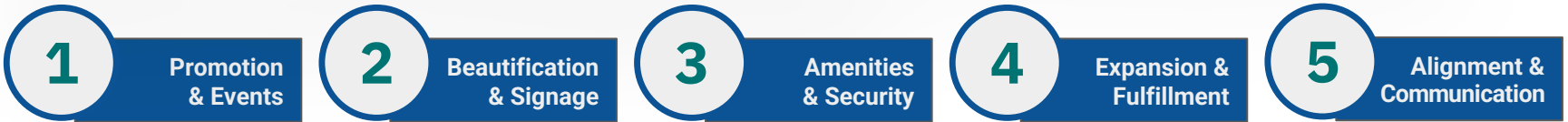
Strategic Pillars

Through the same facilitated workshop, the board determined 5 key priority pillars that set the direction and responsibilities of the BIA to service, support and build its membership.



2023 Strategic Pillars

These 5 pillars outline the focused efforts the BIA Board will prioritize to achieve positive change and engagement to support all Downtown Midland BIA members.



Overall promotion of downtown midland and the routine events that drive more people to Midland's core. Establishing consistent engagement, communication, and marketing of Downtown Midland through five key initiatives.

Includes key events, routine/recurring events, event logistics, social media, advertising, etc.

Managing the visual experience of the downtown and coordinating seasonally to create a delightful and memorable experience for visitors. Providing clear signage to support an enjoyable downtown experience.

Includes organizing gardens, planters, hanging baskets, signage, focal points, murals, etc.

Ensuring the daily experience of the community, tourists and BIA members is positive, safe, and easy. This means making sure the area is safe, clean, and simple to be downtown Midland.

Includes advocacy for security, parking, garbage, bathrooms, snow removal, cross walks, etc.

Driving expansion of the BIA boundaries and working to fill vacancies. Collaborate with town and others to address condemned buildings.

Focusing on boundary expansion, filling vacancies, and solutions for condemned buildings.

Bring together the business and property owners of the BIA area to align and collaborate on downtown initiatives, operating hours, events, beautification, etc. Keep members aware of and include them in activities.

Manage membership data, email communications, member chat, align businesses, spread news.



1 Promotion & Events

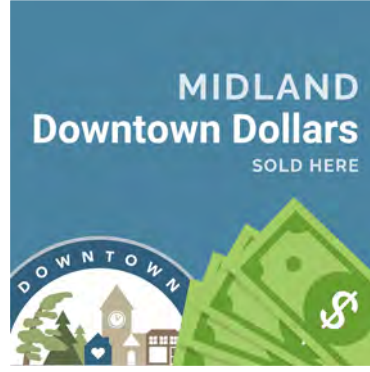
Overall promotion of downtown midland and the routine events that drive more people to Midland's core. Establishing consistent engagement, communication, and marketing of Downtown Midland through five key initiatives.

 2023 Major Project



Key Initiatives

- 1 Events** - Plan and execute events downtown midland that attract and engage the community and visitors bringing people into local businesses and centres. *No more than 1 event per month and 3-5 recurring events (Late night shopping as an example)*
- 2 Social Media** - Plan and execute a social media strategy that supports all BIA pillars and promotes the downtown core.
- 3 Outreach** - Connecting with tourism and community organizations to coordinate activities that drive more visitors and engagement downtown.
- 4 PR & Media** - Attracting positive and beneficial media attention for downtown Midland.
- 5 Marketing & Advertising** - Marketing & paid media initiatives



Downtown Dollar revamp

Launch of newly designed Downtown Dollars and an updated directory online.



Sidewalk Sundays

Successful promotion of a series of Sunday sales, where stores were open during Farmers' Market hours.

Fall in Love with Downtown Midland

Launch and successful execution of two years of the Fall in Love with Downtown Midland contests.



Mini Monster March

The BIA's annual trick-or-treat event has been branded the 'Mini Monster March' last year with over 200 families attending. The 2023 event has a donation component, a family photo station, and the Bounce Tailgate Team attending.



Holiday Season

Successful 2022 Christmas Tree Lighting and 2023 plan in place with a scheduled CTV ad. Late night Friday shopping evenings in 2022 had families downtown throughout December. 2023 relaunch of one Late Night Shopping evening.



2 Beautification & Signage

Managing the visual experience of the downtown and coordinating seasonally to create a delightful and memorable experience for visitors. Providing clear signage to support an enjoyable downtown experience.

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Key Initiatives

- 1 **Facade Program** - Operate existing Facade program with updated guidelines to support business owners in improving and maintaining the exterior of their buildings and upholding the downtown midland beautification standards.
- ★ 2 **Signage & Lighting** - Ensure great lighting and proper signage for an attractive and delightful downtown.
- ★ 3 **Horticulture** - Lead the plan for three seasons of beautiful plant life along the street edges, baskets, and gardens.
- 4 **Murals** - Support the maintenance of Midland’s murals that fall within the BIA area.
- ★ 5 **Seasonal Decor** - Plan, organize, and execute the seasonal decor to ensure Downtown Midland is attractive and up-to-date.



New Spring and Fall Banners

Creating a vibrant downtown, the BIA has designed and coordinated the placing of the 2023 spring and fall banners.


Colourful Hanging Baskets

The BIA has delivered two flourishing 2023 flower basket seasons. We are negotiating a dedicated flower basket management plan for 2024 and beyond. This allows us to have use of self-watering flower baskets which will last us well into the next decade. It will also allow us to tailor our flowers based on environmental conditions (which vary depending on street position).

Seasonal Decour

Decorating our lamp posts with winter wreathes and fall corn stalks give our town a festive feel. We continue to get creative with our decour plans.


Corridor Displays



Meknes

LMS054- WARM WHITE / GOLD STRUCTURE - 14 Qty Available
IN-OUT
450 x 92cm (177 x 36in)
156W
\$ 1,525.00

[DETAILS](#)



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2023 Holiday Lights

The Board is negotiating new holiday lights compatible with our new downtown lamp posts.



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3 Amenities & Security

Ensuring the daily experience of the community, tourists and BIA members is positive, safe, and easy. This means making sure the area is safe, clean, and simple to be downtown Midland.

Key Initiatives

- 1 **Municipal Lobbying** - Establish open communication with the town to advocate for key items including proper and safe crosswalks, clean streets, snow removal, emptied garbages, clean bathrooms, etc.
- 2 **Security Awareness & Communication** - Build awareness and provide support to BIA members to improve the safety and security of Downtown Midland.
- 3 **Security Lighting** - Establish a new program to add additional lighting to alleyways and darkened areas in Downtown Midland.
- 4 **Bylaw Enforcement** - Communication with key community services including the town, police,, etc. to ensure bylaws are followed and/or lobby for bylaw change to support BIA members.

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Agenda

Afternoon Session: 1:30 to 4:30 PM
 Evening Session: 6 to 8:30 PM

North Simcoe Sports and Recreation Centre
 527 Len Self Blvd., Midland, ON L4R 5N6

12:30pm - 1:00pm	Upper Room	Community Information Fair Setup Local service providers to setup tables and displays – beverages and snacks available.
1:00pm - 2:00pm p	Upper Room	Stakeholder Session Welcome, round table introduction followed by a walking tour of the booths and each agency giving a high level “who we are and what we do” pitch
2:00pm - 3:00pm	Upper Room	Facilitated Session 1 <ul style="list-style-type: none"> Developing a “Response Tool Kit” for Community Use
3:00pm - 3:15pm	Upper Room	BREAK
3:15pm - 4:00pm	Upper Room	Facilitated Session 2 <ul style="list-style-type: none"> Presentation from The Working Centre – “Communities of Practice” Best Practices and Success Stories in Service Delivery
6:00 pm - 6:30pm	Upper Room	Public to arrive for Evening Session with vendor booths upstairs <ul style="list-style-type: none"> Beverages and snacks available

Municiple Lobbying

For concerns directly affecting the BIA, our board represents our members at council meetings and through special deputations. We raise awareness of our most pressing concerns and advocate for viable, beneficial solutions.

- Parking
- Street Safety
- Crosswalk Safety
- Cleanliness

Security Awareness

The board has hosted the Mayor at a BIA meeting, inviting members to voice their safety concerns in Downtown Midland. The board is attending the Safety Symposium and we encourage our members to come out: October 19th, 6:00 pm | North Simcoe Sport and Recreation Center.

Bylaw Enforcement

Lobbying to ensure that BIA bylaws, including commercial units on our main floors, remain in effect and that new bylaws are in alignment with the needs of our BIA members.



4 Expansion & Fulfillment

Driving expansion of the BIA boundaries and working to fill vacancies. Collaborate with town and others to address condemned buildings.

- 1** **Boundary Expansion** - Work with the Town of Midland to expand the boundaries of the BIA to include all sidestreet buildings and King street buildings to Yonge Street. Develop communication plan regarding expansion.
- 2** **Vacancy Management** - Partner with a local and leading realtor to establish a plan to fill downtown vacancies.
- 3** **Inhabitable / Condemned Building Planning** - Investigate options and work with town to establish a plan for inhabitable or condemned buildings in the downtown core.
- 4** **Midland Bay Landing Influence & Other Project Influence** - Insert a BIA representative into the Midland Bay Landing planning to ensure the best interests of the Downtown are considered. *Same for other projects as they arise.*

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5 Alignment & Communication

Bring together the businesses and property owners of the BIA area to align and collaborate on downtown initiatives, operating hours, events, beautification, etc. Keep members aware of and include them in activities.

- 1 **Monthly Newsletters** - Establish and create a monthly newsletter to communicate with all BIA members to bring alignment and share BIA news.
- ★ 2 **Website** - Launch a new website that properly represents the BIA and pulls all members together in alignment and information.
- 3 **Member Management & Communication** - Manage all member contact details, business data, preferences, etc. Visit members frequently, update details, Facebook updates, etc.
- 4 **Coordinate Local Activities** - Ensure activities and initiatives implemented by other community organizations like the cultural centre, library, YMCA, rec centre, etc. coordinate, when possible, with downtown or are aligned or communicated with members.

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AUGUST 2023

Check out what's new this month!

Exciting news, ongoing initiatives, and unique events.

Announcements

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Meetings

Annual General Meeting

Midland Public Library
Mon, Oct 16th | 6:00 PM

Join us to hear what the BIA board has achieved over the last year and what has been planned for 2024.

EMAIL US

downtownmidlandbia@gmail.com

VIBRANT

THRIVING

PROSPEROUS

SAFE



Monthly Newsletter

New newsletters are slotted to go out monthly to internal BIA members and on an as-needed basis for our 5K+ external following. This allows us to update BIA members to stay on the same page about initiatives and critical topics, as well as inform the larger community of BIA activities.

Website re-launch

The current BIA website has been updated with all new information; any outdated pages have been hidden from the public to reduce confusion. We are launching a brand-new website next year, looking to be built out in Q1 of 2024.

Facebook Communication

Using our Facebook page as an online forum allows for faster communication, member feedback, and a central discussion platform.



Operations Manager

Midland BIA

Beautiful Midland Ontario, in the heart of Georgian Bay, is seeking a passionate and devoted individual to manage the Downtown Business Improvement Area bringing vibrance to our community by running all initiatives that support making downtown an enjoyable place to visit, eat, and shop.

Application Deadline: February 18, 2023, at 5:00pm EST

Salary: \$65,000 - \$70,000

Full-Time, In-Person Position (Some flexibility to virtual work is open for discussion but position is expected to be in-office over 75% of the time)

Some weekends and evenings required.

New BIA Operations Manager Position

The 2023 budget supported a full-time manager position to support all BIA members. The job has been filled!

New Office Space

The BIA has secured new office space in the central and attractive tourism building operated by the Southern Georgian Bay Chamber of Commerce.

This provides a reputable and inviting space to conduct BIA activities.





Financial Management

The newly elected board treasurer, has spent countless hours working to update the financial systems of the Downtown Midland BIA.

The BIA now has a reliable payroll system, Quickbooks is setup, accounts are reconciled, CRA accounts are created, and records are quickly becoming digitized for easier management and hand-off for future boards.

The 2023 budget was successfully submitted to council, with the new 2024 budget approved by the board.



New Business

Q&A



Thank You

