



MEETING MINUTES

DOWNTOWN MIDLAND BIA BOARD MEETING

April 4th, 2023 – 6:00pm

Location: Southern Georgian Bay Chamber of Commerce
208 King Street
Midland, ON

The Chair called the meeting to order at 6:02pm.

Attendance:

BIA Acting Board Members

Joannie Petroff, Chair

Bill Meridis (*Town Council Representative*)

Nicole French

Megan Marchildon

Sarah Kenny

Roberta Douglas

Mike Sellwood

Guests

Scott Campbell, Grounded Coffee

Steve Grise & Sarah Kestle, The Mouse Trap

Janice Marchildon, MegaMindful

Karianne Copeland, Graffiti Art

Reid Marchand, For Sale on Georgian Bay

Victor, Southern Georgian Bay Farmers Markets

Rebecca

1. Adoption of Minutes:

- a) Adoption of minutes for March 7th, 2023

The meeting minutes were approved with the following motion:

Moved by: **Mike Sellwood**

Seconded by: **Megan Marchildon**

MOTION: That the March 7th minutes be approved: **Carried**

- b) Approval of Agenda: April 4th, 2023

The agenda was approved with the following motion:

Moved by: **Mike Sellwood**

Seconded by: **Sarah Kenny**

MOTION: That the April 4th Agenda be approved: **Carried**

c) Declaration of pecuniary interest

No conflicts declared.

Joannie made note and a congratulations to all board members as we are now officially the BIA board and appointed by town council. Our deputation to council is scheduled for the 12th. Megan and Joannie will present.

2. New and General Business Requiring Vote:

a) Review of BIA Board Business prior to board appointment by Town of Midland Council

- Open discussion to address any motions that had previously been put forward by the acting board prior to council appointment.
- No one had any concerns with any previous decisions.
- Blanket motion to accept all previous votes prior to board appointment.
 - Moved by: **Mike Sellwood**
 - Seconded by: **Megan Marchildon**
 - **All in favour**
 - **Carried**

b) 2023 Budget/Financial Review

- Management Salary
 - Open discussion to address the salary of a new BIA manager. Some had concerns.
 - We previously had a full-time manager and all agree this is needed
 - We already have a \$5K surplus at the end of Q1
 - Scott noted that we can increase BIA fees / mill rate, to bring in more funds in future as well.
 - The date for a manager has been pushed so salary cost for 2023 is reduced again
 - VOTE to maintain original planned salary for manager at \$60K - \$70K Annually
 - Moved by: **Mike Sellwood**
 - Seconded by: **Megan Marchildon**
 - **6 in Favour, 1 Against**
 - Manager salary will be \$60K-\$70K: **Carried**

ACTION: Update Manager application due date and post to website – Nicole French

- Events for 2023 (Poutine Feast, Butter Tart Festival, Farmer's Market, Pearl Mist)
 - Event committee needs to put budget together to bring to the board.
 - BIA asked to provide entertainment for cruise ship visitors, some concerns around the costs of this.
 - Asked town to remove bollards to open up the street, encourage more pedestrian traffic and great entertainment, town said we would need to pay. Can move 12 bollards in an hour and costs \$96/hour
 - Need to collaborate better with town and on budgets with them. We may back-out cruise ship entertainment considering the cost to BIA
 - BIG BIKE- May 11th – There is BIA interest to participate
- Beautification 2023 (Summer Baskets, Fall Baskets)

- We're now too late on baskets, all companies we reached out to failed to get back to us with options and quotes.
- No hardware was ordered.
- Looking into other options, Costco, etc.
- For next year, December will be the due date to order spring/summer baskets.
- Downtown BIA Watering System
 - Baskets need extra watering.
 - Discussion of a watering system for a summer student to use to water plants.
 - The town is also trying to get students and task them with more watering of the planter beds.
 - We want to set meeting with town (Dillon is the contact)

ACTION: Set meeting with town – Bill and Joannie

- Motion to budget \$2,500 for watering solution for the BIA (to come from current emergency budget)
 - Moved by: **Mike Sellwood**
 - Seconded by: **Bill Meridis**
 - **All in favour**
 - **Carried**

ACTION: Find final watering solution and purchase

- Promotions 2023 (Summer Fun Guide)
 - Missed date and need to budget and plan for further advertising opportunities

c) Butter Tart Sponsorship (2022 sponsorship balance owing, 2023 commitment)

- Records show we still owe \$5,000 for last year.
- This should be checked against last year meeting minutes to fully confirm.
- Accounting records show no payment was made.
- Open discussion about the benefits of sponsoring the festival.

d) Pride Crosswalk Fundraising (Presentation to Membership)

- Fundraising is needed.
- BIA will support communications and awareness of this.

e) Configuration of public communication. Social media, website and media correspondence/output

- We need a branding guide.
- We need communication guidelines to support the board and manager.
- We need a press guide.
- Board would like new manager to take on these tasks.

f) Deputation of Town of Midland Council Review

- Nicole to complete presentation and hand off to Megan
- Megan and Joannie to present to council.
- Deputation on April 12th.

3. Reports & Updates

a) Summer Flower Baskets – Joannie Petroff

- (See above)

- b) Financial – Michael Sellwood
- Currently paying for both office units.
 - Events and promotions/communications committees need to come together and set budgets for each quarter to present to the board.
 - Started drafting bylaws & Regulations – will require board review
 - (See additional info above)

ACTION: Review lease – Mike Sellwood

- c) BIA Office Move – Joannie Petroff
- Office to be painted before moving in
- d) Events meeting schedule – Roberta Douglas, Joannie Petroff
- Events committee needs to set budgets
- e) Website, Mailchimp – Nicole French
- Nicole has updated the website with all available meeting minutes and agendas.
 - Mailchimp is now being leveraged to communicate with members

4. Adjournment

The meeting was adjourned with the following motion:

Moved by: **Mike Sellwood**

Seconded by: **Megan Marchildon**

MOTION: That the meeting adjourned at 8:10pm: **Carried**

Minutes taken by: Nicole French

Written by: Nicole French