

DOWNTOWN MIDLAND BIA
Minutes of the meeting held Tuesday, Feb 7, 2023

The Feb 7, 2023 meeting was held at the Midland Chamber of Commerce located at 208 King Street, Midland.

The Chair called the meeting to order at 6:05pm and moved to roll call.

Attended: Chair Joannie Petroff, Michael Sellwood, Geoff White, Roberta Douglas, Megan Marchildon, Sarah Kenny, Nicole French

Chamber of Commerce Representative: Cathy Tait

Town Council Representative: Bill Meridis

Non Board members: Lori Bier, Kat Knezevic, Frank Vatalaro, Neil, Janet

Regrets: Lindsay Stewart

Absent : Susan Canning

1. ADOPTION OF MINUTES

(a) Approval of Minutes dated Thursday, Jan 3, 2023

The above minutes were approved with the following motion:

Moved by: Geoff White
Seconded by: Megan Marchildon

MOTION: That the minutes be approved. **Carried**

(b) Approval of agenda

The agenda was approved with the following motion:

Moved by: Geoff White
Seconded by: Megan Marchildon

MOTION: That the February 7, 2023 agenda be approved with the addition of
(f) Shop City renewal, under New and General Business **Carried**

(c) Declaration of Pecuniary Interest

Nicole French declared a conflict of interest for (f) Shop City renewal

1. 2. NEW AND GENERAL BUSINESS

(a) OBIAA Conference

The OBIAA is hosting a conference in London, Ontario April 16-19, 2023. It was suggested that the new Manager attend the conference and possibly one other member. Discussion was had regarding the costs of accommodation and spending allowance for the conference.

A budget of \$3500 + tax for conference expenses was approved with the following motion:

**Moved by - Michael Sellwood
Seconded by - Geoff White**

That the BIA Manager and up to one other member attend the OBIAA conference with a budget of \$3500 + tax for expenses **Carried**

(b) Mission Statement

A mission statement for the BIA was created and presented to the board for approval. Once approved, the mission statement will be updated on the BIA website.

The mission statement was approved with the following motion:

**Moved by - Michael Sellwood
Seconded by - Geoff White**

That the mission statement be accepted as presented and posted on the website **Carried**

(c) Five Strategic Pillars (Appointment, Vote, Organization)

The strategic plan pillars were presented to the board. A description and explanation was given for each pillar. Once approved, the strategic pillars will be added to the BIA website.

The strategic plan pillars was approved with the following motion:

**Moved by - Michael Sellwood
Seconded by - Sarah Kenny**

That the strategic plan pillars be accepted as presented and added to the website **Carried**

(d) Strategic Pillar priority initiatives

Included in (c)

(e) Manager Position Job Description

The manager's job description was presented to the board. It was suggested that the job posting have an advertising budget to help attract the right candidates.

The manager job description and job posting budget was approved with the following motion:

Moved by - Michael Sellwood
Seconded by - Geoff White

That the manager position be posted with an advertising budget of \$500 **Carried**

(f) Shop City

Conflict declared by Nicole French

Discussion was had regarding the renewal of the Shop City platform for the website. It was agreed that the board will renew the hosting for half of the year so content can be updated while the board obtains other quotes for services.

Renewal of Shop City was approved with the following motion:

Moved by - Michael Sellwood
Seconded by - Sarah Kenny

That the website hosting with Shop City be reviewed for the next six months **Carried**

3. REPORTS AND UPDATES

(a) SCRAM Program - Geoff White / Sarah Kenny

Sarah provided an update on the camera installations.

(b) Financial Update - Michael Sellwood

Michael apologized for not having a proper update for the meeting as he has been away with a child in the hospital. Michael stated that it has been a slow process to get access online. He is hoping to have an update for 2022 at the next meeting. He did not want to present what he currently had because it had not been reviewed yet.

(c) Gift card program - Joannie Petroff

A gift card program may be a better option than the current downtown dollars. One quote was received so far for set up costs. It was agreed that the board continue to look into this option further and secure other quotes.

(d) Meeting Schedule - Megan Marchildon

General discussion was had on whether to increase the number of regular meetings per month. A decision was not made at this time. It was determined that committees should be meeting more often.

(e) Hockeyville - Frank Vatalaro

Frank spoke about hosting hockey events. He has started to look into companies who do the organizing and come to your town to run the events. Frank is looking into getting more details.

(f) New office space

Conformation is needed from the current landlord that the office space is listed for rent. Discussion was had regarding the idea of subletting the current office space. It was determined that it would be too much of a headache and would be a last resort.

(g) Guesthouse Communication

Bill Meridis Notes from MS aren't clear. Request sent to BM to clarify what was said?

4. **ADJOURNMENT**

The meeting was adjourned with the following motion:

Moved by - Michael Sellwood

Seconded by - Geoff White

MOTION - That the meeting be adjourned at 9:00pm.

Next regular meeting to be held Tuesday, March 7, 2023

Minutes taken by: Michael Sellwood

Written by: Lindsay Stewart