



MEETING MINUTES

DOWNTOWN MIDLAND BIA BOARD STRATEGY MEETING

March 7th, 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

Sarah Kenny

Roberta Douglas

Megan Marchildon

Absent: Michael Sellwood

Regrets: Lindsay Stewart

Guests

Suzanne McCrimmon, Executive Director, EDCNS

Bill Gordon, Mayor of Midland

Andrew Roy & Jennifer Tool, Garden Alchemy

Scott Campbell, Grounded Coffee

Steve Grise & Sarah Kestle, The Mouse Trap

1. Adoption of Minutes:

- a) Adoption of minutes for February 15th, 2023

Postponed to next meeting. Minutes from February 15th meeting not yet complete.

◇ **ACTION: Complete February 15th Minutes – Lindsay Stewart & Michael Sellwood**

- b) Approval of Agenda: March 7th, 2023

The agenda was approved with the following motion:

Moved by: **Roberta Douglas**

Seconded by: **Megan Marchildon**

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

c) Declaration of pecuniary interest

No conflicts declared.

Bill Meridis shared that he'd like a review of BIA finances and finance decisions to be added to the agenda at the next board meeting.

Nicole French explained to all guests the current situation of the acting board and the upcoming town council meeting where our Board Appointment Request will be heard.

Megan Marchildon made note that the website has been recently put back live and in future, we will be posting all agendas and meeting minutes as promptly as possible for the public. Historical updates need to be made. Recent agendas and meeting minutes are posted.

Joannie Petroff suggested that we need to clean up our record of votes and motions as they should be documented together and in addition to the meeting minutes.

It was also discussed that at the April Board Meeting, a review of all motions should be added to the agenda.

◇ **ACTION: Submit Board CVs/Bios/Letters and Presentation to Town Clerk – Megan Marchildon**

◇ **ACTION: Add Financial Review to next meeting agenda – Joannie Petroff**

◇ **ACTION: Add motion review to next meeting agenda – Joannie Petroff**

◇ **ACTION: Add approved meeting minutes to Website and add any missing historical meeting minutes and agendas that can be located – Nicole French**

◇ **ACTION: Update records of all votes and motions. – REQUIRE VOLUNTEER FOR THIS EFFORT**

2. New and General Business:

a) "Your Town Rising" Visit – Presented by **Suzanne McCrimmon**, EDCNS

- EVENT - April 27th 1:00pm – Town Walkabout (Initiating on King Street)
 5:00pm – Presentation Assembly Hall at the Library
- Two knowledgeable consultants in community and economic development will do a walkabout of our downtown and speak with the community.
- BIA Members are encouraged to participate and tour the town while speaking with the consultants.
- That day they will present what they have learned, share findings, provide consulting and input on opportunities for our town.
- A marketing package to promote this event is provided.
- Midland and Penetanguishene have jointly funded this initiative to support both downtowns. - \$10K

- b) Beautification – Community Sustainable Gardening – Presented by **Andrew Roy and Jennifer Tool**, Garden Alchemy
- Discussion around opportunities to engage community to keep all downtown planters beautiful and luscious. This is a long-term goal that could be achieved in future years.
 - Andrew is passionate about revitalizing our downtown and is happy to support with knowledge in a volunteer capacity
 - Opportunity for sustainable, ecological, pollinator solutions for town horticulture
 - This year, BIA to focus on hanging baskets and support alignment and discussions with town on garden beds.
 - Garden Alchemy works with other BIAs including Toronto locations and they have had great success with sustainable, community involved, garden solutions in downtown locations.
 - BIA noted to not hang baskets outside of core BIA area – Bay to Elizabeth
 - BIA Spring banners will go all the way to Yonge.
 - Andrew suggested that we don't wait longer than two weeks to order hardware.

◇ **ACTION: Facilitate meeting between Garden Alchemy & Town of Midland to understand intentions for the ground planters and provide suggestions for easier upkeep and beautification - Joannie Petroff**

◇ **ACTION: Meet with Garden Alchemy to determine requirements for hanging baskets this year – Joannie Petroff**

◇ **ACTION: Order hardware for hanging baskets (Around March 22nd) – Joannie Petroff**

◇ **ACTION: Put out public tender request / request for quotes to get costing to fulfil hanging basket requirements (Around March 22nd) – Nicole French & Joannie Petroff**

Joannie Petroff made comments around community engagement and how do we do this in an uplifting way? Let's set an example with our members and community members to be involved in the beautification of our town.

Susan McCrimmon suggested that small competitions increase engagement.

Megan Marchildon noted that this is the direction we need to go to be a smart and healthy town.

Bill Gordan noted that years from now we could participate in Community in Bloom.

Scott Campbell made note regarding the BIA's bylaw requirement to get 3 quotes.

- c) Summer Fun Guide Ad - Joannie Petroff Presented
- Deadline has passed.
 - Even with extension provided to the BIA, we will be unable to make the financial commitment for this ad as we await council to appoint the board.
- d) Poutine Feast Event – July 6th – 9th - Joannie Petroff Presented
- Current understanding is that this town run event will take place in the Harbourside parking lot
 - Discussion if the BIA should close a portion of the street and request it be moved to King Street
 - Town has requested BIA to provide buskers and other entertainment.

- Mixed opinion on if we feel this 5 food truck event warrants closing the street and is it fair to support all BIA members if only one section is closed?
- Discussions concluded with the decision to not request this event be moved and likely not provide financing for buskers

e) Summer Student Job Posting – Joannie Petroff Presented

- Grants have been submitted to finance two summer students. We wait to find out if we will be awarded the grants.
- Regardless of grants, we have in our budget at minimum one summer student to support the BIA.
- Job posting needs to be written and posted for the BIA summer student

◇ **ACTION: Write summer student job posting – Megan Marchildon**

◇ **ACTION: Post Summer student job posting – Nicole French**

f) Pearl Mist Welcome to Midland, and Evening Entertainment– Joannie Petroff & Roberta Douglass Presented

- We have the Pearl Mist’s calendar, and we can distribute to membership
- BIA membership has opportunity to provide entertainment to all cruise ship guests as they will no longer be bussed up the street. (Shopping, food, entertainment, etc.)
- Need to align the membership on operating hours to support this influx of visitors on certain dates

◇ **ACTION: Communicate Pearl Mist schedule and engagement opportunities to BIA membership – Nicole French, Roberta Douglass, Joannie Petroff, Megan Marchildon**

g) Butter Tart Festival Sponsorship – Joannie Petroff Presented

- There are financial obligations from last year that still need attention.
- Town is requesting \$5K in sponsorship from the BIA for this year
- Town also requesting we engage with BIA members to check on insurance requirements. This is a town item, we can potentially share knowledge with the membership but it will be the town’s responsibility to collect insurance information from each BIA member for the festival.
- No decision on sponsorship made today. Will need to revisit

Scott Campbell noted that perhaps instead of a full financial donation we can take ownership of a specific item. In previous years the BIA provided half in financial sponsorship and the other half the value was supported with BIA signage.

Bill Meridis shared concerns over the BIA budget.

Joannie Petroff and Megan Marchildon made clear the vision for the BIA through the next few years.

Scott Campbell noted that the BIA budget is the BIA’s, the town only facilitates its transfer. The money is to support all BIA members.

Discussions started around moving the bollards. It is understood currently that the town does not intent to move the bollards for the festival, other events, summer, etc. BIA wants to understand the guidelines around this more. Especially for BIA member patios and whatnot.

◇ **ACTION: Review 2022 Butter Tart financial commitment items – Joannie Petroff & Mike Selwood**

◇ **ACTION: Add further sponsorship discussions to next agenda – Joannie Petroff**

◇ **ACTION: Request message from town for BIA to share to membership regarding insurance obligations for the festival – Joannie Petroff OR Roberta Douglass.**

◇ **ACTION: Initiate meeting with town to understand bollards, when can they be moved?, what is the cost?, etc. – NEED A VOLUNTEER**

3. Reports & Updates

a) BIA Presentation to Midland Town council – Joannie Presented

- Megan and Nicole have agreed to present to council on March 22nd.
- Presentation to include board approval request, 2023 strategy, and efforts to date
- All agreed BIA member communications need to start ASAP

Megan, Bill, Steve, and Sarah all noted the importance of communication to members.

◇ **ACTION: 2023 Strategy presentation to be completed for town – Nicole French & Megan Marchildon**

◇ **ACTION: Prepare first MailChimp email communications to go out to membership. Need updated member contact list. – Joannie Petroff, Megan Marchildon, Nicole French**

b) BIA Office Move – Joannie Presented

- We are almost ready to coordinate moving efforts to Chamber building
- Finances are on hold
- We do not have someone to take over our current building lease / sublet
- Need to post office listing for rent
- We want to review the lease agreement again

◇ **ACTION: Review current lease agreement – Mike Selwood**

◇ **ACTION: Post Office for rent listing – NEED VOLUNTEER**

c) Events

- Nothing new to share

d) Strategic Plan and Website

- Nothing new to share

4. Adjournment

The meeting was adjourned with the following motion:

Moved by: **Megan Marchildon**

Seconded by: **Roberta Douglas**

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

Minutes taken by: Nicole French

Written by: Nicole French