



**Meeting Minutes**

**DOWNTOWN MIDLAND BIA BOARD MEETING**

October 10<sup>th</sup>, 2023 – 6:00PM

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

Attendance: P = Present; A = Absent

Nicole French	p	Joannie Petroff	a	Bill Meridis	p
Michael Sellwood	p	Roberta Douglas	p		
Megan Marchildon	p	Sarah Kenny	p		

**1. CALL TO ORDER – 6:10 PM**

**2. ADOPTION OF MINUTES**

- a. Motion to adopt the minutes dated September 5<sup>th</sup>, 2023  
 Moved by Nicole French  
 2<sup>nd</sup>: Michael Sellwood  
 For: All  
 Against: None  
 Carries

**3. APPROVAL OF AGENDA**

- a. Motion to accept agenda dated October 10<sup>th</sup>, 2023  
 Revision: Nicole add agenda item 6(c) Residential Ground Floor Units  
 Motion to accept revision proposed by Nicole French.  
 Moved by Nicole French  
 2<sup>nd</sup>: Michael Sellwood  
 For: All  
 Against: None  
 Carries

**4. DECLARATION OF PECUNIARY INTEREST**

Exclude Bill Meridis from 2024 Budget Discussion due to his being a property owner

**5. REPORTS**

**6:15PM**

- a. Amenities and Security
  - a. Parking Presentation (vote) – Nicole French  
 Proposal to condense research into 3 slides
    - 1. Permit for parking
    - 2. No machines, with time limits for convenience parking
    - 3. Parking passes
 Motion to send report with updates proposed by Nicole French  
 Moved by Megan Marchildon  
 2<sup>nd</sup>: Bill Meridis  
 For: All  
 Against: None  
 Carries
- b. Alignment and Communication
  - a. 2024 Budget (vote) – Katarina Knezevic  
 Motion to accept budget proposed by Katarina Knezevic  
 Moved by Nicole French

2<sup>nd</sup>: Megan Marchildon

For: All

Against: None

Carries

b. Board reconfiguration (vote) – Joannie Petroff

Motion to release Joannie Petroff (should she express this intent)

Moved by Nicole French

2<sup>nd</sup>: Michael Sellwood

For: All

Against: None

Carries

c. Beautification and Signage

a. Hanging Flower Basket (vote) – Katarina Knezevic

- i. Proposal: \$7K to be offered to Town for contractual agreement (historically \$4-5K per season with maintenance; plant cost \$2.6K; 2 seasons would be included + partial Fall)

Motion to accept proposal by Katarina Knezevic

Moved by Nicole French

2<sup>nd</sup>: Michael Sellwood

For: All

Against: None

Carries

b. Facade Program Submissions (vote) – Mike Sellwood

Motion to postpone vote by Michael Sellwood

Moved by Nicole

2<sup>nd</sup>: Megan

For: All

Against: None

Carries

c. Christmas Lights (vote) – Katarina Knezevic

- i. Update: Two Christmas Trees originally quoted have been sold
- ii. New overhead lights proposal of 14 units at \$1,525 USD
- ~~iii. Rent or buy 2 Ms. Letters – Sale Price \$1950~~

Motion to approve \$30,000 CDN (\$22,039.46 USD) on new overhead light and installation proposal by Katarina Knezevic

Moved by Nicole

2<sup>nd</sup>: Sarah

For: All

Against: None

Carries

d. Promotions and Events

a. Security (update) – Katarina Knezevic

- i. Blacklight could exchange advertising for free service for \$300 worth of ads  
If we pay (\$305 quote for 2 guards at 3 hours), we can get family-friends discount  
Board commented in favour of non-advertising option
- ii. OPP present for Mini Monster March and requested for Christmas  
Board commented in favour of OPP, should they be able to attend Christmas at no cost

b. 2024 event plan (vote) (update) – Katarina Knezevic

- i. Hockey (Friday of Family Day long weekend - February)
  1. add Passport promotion
- ii. Cruise into Midland (April / May)
- iii. Buttertart (external event - June)
- iv. Tugboat Fest (external event - August)
- v. Terry Fox (booth at their September event, not a BIA event in town)
- vi. Fall Fair (October 12-13 to not conflict with Coldwater)
- vii. Mini Monster March (October)

- viii. Tree Lighting (November)
- ix. Late-night Shopping (December)

Motion to extend meeting to 8:30 PM rather than adjourn (as per bylaw)

Moved by Nicole French

2<sup>nd</sup>: Megan Marchildon

For: All

Against: None

Carries

## **6. NEW BUSINESS**

**7:30PM**

- a. Beautification – Bill Meridis

Spending outside BIA Borders

- i. Expand BIA borders prior to spending in areas outside of BIA borders  
Board in favour of not putting up Christmas banners to Young St

- b. Residential Ground Floor Units - Nicole French

- i. BIA agreement states no bed on main / basement floor
- ii. Residential permitted if it falls under live-work situation, otherwise breaching bylaw and BIA is not in favour
- iii. Residential ground floor units not to be in BIA borders

## **7. ADJOURNMENT**

**8:10PM**

Motion to adjourn

Moved by Nicole

2<sup>nd</sup>: Mike

For: All

Against: None

Carries

### **NEXT BOARD MEETING:**

AGM: Monday, October 16<sup>th</sup> – 6:00pm | Midland Public Library, Assembly Room (Downstairs)

General: Tuesday, November 7<sup>th</sup> – 6:00pm | Chamber of Commerce, 208 King Street, Midland