



MEETING MINUTES

DOWNTOWN MIDLAND BIA BOARD MEETING

September 5th, 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		

Guests:

- Mayor Bill Gordon
- Ronda Bunn, CAO
- Deputy Mayor Contin
- Janet, *Mind's Alive*
- Karianne, *Graffiti Art*
- Scott, *Grounded*
- Dino, *Dino's*
- Jim Hawk, *property owner*
- Reid, *For Sale on Georgian Bay*

1. CALL TO ORDER – 6:01 PM

2. ADOPTION OF MINUTES

- a. Motion to adopt the minutes dated August 1st, 2023
 - a. Revision: change agenda item (h) Courtesy Crosswalk signage
Revision: not approved by council
Motion to accept the revision
Moved by Bill
2nd: Mike
For: All
Against: None
Carries

3. APPROVAL OF AGENDA

- a. Motion to accept agenda dated September 5th, 2023
Revision: Amend *Reports* to include *Financial Update*
Moved by Mike
2nd: Megan
For: All
Against: None
Carries

4. DECLARATION OF PECUNIARY INTEREST

Mike on abstaining for voting on Façade due to his landlord being the applicant
Mike is abstaining from speaking to Guesthouse management of funds due to conflict of interest

5. **GUEST SPEAKER – Mayor Bill Gordon RE: Guesthouse Shelter Proposal Announcement**

6.10PM-6.25PM

Thurs. Oct 19 Community Safety Symposium

Where concerns can be voiced and questions answered by County and shelter

Talking Points

Simcoe.com Guesthouse article was factual but wasn't intentional (i.e. County has not approached Town of Midland to appeal the bylaw).

Concern: Provincial funds are funds looking to be given to those who want it in Ontario; Ont. Gave funds County over Barrie, Orillia, South ON who were asking for this

Bill G asked for this to be injected in Midland (Street Outreach, growing need due to new drug pandemic)

He is lobbying to County for funding + supervision for Guesthouse

County asked Guesthouse what it needed in order to bring its standard up

Guesthouse asked for increased funding

Start hiring more staff to open during day

Make sure that no longer 1 worker alone at night-shift

Update: Elevator is almost in

Bill's further comments:

Transitional housing is next step in the continuum

Phase 2 of Shelter Now is Webber Housing (opened 32 beds, already fully booked)

Need for more support *now* (big next steps are 2-3 down)

Suggestion: need to house people in lower units of Guesthouse

Gordan asked Board what qualms we have with this (given that if we don't use the funding, it will be given elsewhere) and stated that they can enact this without BIA support, but want us to work together.

***Unanimous membership concern of current Guesthouse management was documented**

Nicole French, BIA Board Chair: As the board we represent the BIA members, and we will not be supporting expansion unless something new comes forth. We need other solutions, as businesses will leave if things stay the same and the shelter increases its bed count. We will gather further questions from the membership. Reasoning: 10 years of promises by the Guesthouse shelter for improvement after injection of funds has amounted to the problems experienced by our business owners daily. They do not support putting more beds or transitional housing rooms in the Guesthouse.

6. **REPORTS**

6.35PM

a. Alignment and Communication

a. Financial Registrar Update

Façade program application put forth by Mike Sellwood on behalf of his landlord. Application is in regards to back entrance renovation.

Motion to approve façade program postponed until further details into façade program (whether applicable to back entrances) are researched.

ACTION: Nicole French to clarify Façade Program details by next meeting

b. Preliminary Budget Approval

Motion to approve 2023 budget allocations set forth by Katarina Knezevic

Moved by Nicole French

2nd: Mike Sellwood

For: All

Against: None

Carries

Motion to approve proposal to increase BIA tax levy from current 0.4% to 0.6%

Moved by Nicole French

2nd: Megan Marchildon

For: All

Against: None

Carries

Motion to make an exception to bylaw mandate of Sept. 1st deadline for BIA budget submissions, extending budget deadline until next BIA meeting, October 10th.

Moved by Bill Meridis

2nd: Mike Sellwood

For: All

Against: None

Carries

ACTION: Board to review 2024 budget set forth by Katarina Knezevic and ask any pertinent questions in relation to its approval prior to next BIA meeting

b. Beautification and Signage

a. Hanging Flower Basket Proposal

Motion to move forward with drafting a contract with the Town of Midland for hanging flower basket services (sourcing, management) for review

Moved by Nicole French

2nd: Megan Marchildon

For: All

Against: None

Carries

c. Promotion and Events

a. November 24th Tree Lighting Road Closure Proposal

Motion to accept King street closure from Elizabeth street to Hugel Avenue, start at 4:30pm – and open back up at 7:30pm.

Moved by Sarah Kenny

2nd: Roberta Douglas

For: All

Against: None

Carries

ACTION: Kat to look into further security (OPP, Blacklight Security) for this event

b. Downtown Dollar Approval

Motion to approve newly designed Downtown Dollars presented at the meeting.

Moved by Mike Sellwood

2nd: Megan Marchildon

For: All

Against: None

Carries

d. Amenities and Security

a. SCRAM Program Close

\$30,000 granted by town has been allocated and invoiced.

e. Expansion and Fulfillment

a. Next Steps

Details to be discussed at next meeting.

7. OLD BUSINESS

7.30PM

f. Alignment and Communication

a. Membership Poll Results

Beautification is #1 priority, #2 is Security

Mural restoration is desirable by some, but others have had their building facades decay due to paint applied during the restoration.

b. Bylaw Update

Old and newly proposed bylaws to be amended to one document to be proposed in 2-3 months before the Board for approval.

- g. Beautification and Signage
 - a. Mural Restoration Update
Karen Mealing, Manager of Culture and Community at the Town of Midland, is in charge of this project, projecting costs at \$250,000. TBD if Town will move forward with this project.
- h. Promotion and Events
 - a. Events: TugFest, Terry Fox Update
Good experience / outcome.
 - b. Butterscotch Fest Sponsorship Details
Distribution of Town Sponsorship document provided by Nicole Major at the Town of Midland.

8. NEW BUSINESS

8.00PM

- a. Alignment and Communication
 - a. October BIA Meeting Date
 - b. Call for Volunteers for Committees

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

Moved by Nicole French

2nd: Megan Marchildon

For: All

Against: None

Carries

9. ADJOURNMENT – 8:30 PM

NEXT BOARD MEETING:

October 10th, 2023 – 6:00pm | Chamber of Commerce, 208 King Street, Midland