



**AGENDA**

**DOWNTOWN MIDLAND BIA BOARD MEETING**

February 6<sup>th</sup>, 2024 – 6:00PM

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

Attendance: P = Present; A = Absent

Nicole French		Bill Meridis		Katarina Knezevic	
Michael Sellwood		Roberta Douglas		Sarah Kestle	
Megan Marchildon		Sarah Kenny			

**CALL TO ORDER – PM**

**ADOPTION OF MINUTES**

Motion to adopt the minutes dated January 16<sup>th</sup>, 2024

**APPROVAL OF AGENDA**

Motion to accept agenda dated February 6<sup>th</sup>, 2024

**DECLARATION OF PECUNIARY INTEREST**

**REPORTS**

- a. Finance/Administrative
  - a. 2024 Budget Overview for Council (update)
  - b. 2023 Financials – Michael Sellwood
  - c. Final Vacation/Time Away (update)
- b. Beautification and Signage
  - a. Hanging Baskets (update)
  - b. Spring Decor (update)
- c. Expansion and Fulfillment (update)
  - a. Member Booklet – approval
  - b. Steering Committee – next steps
- d. Events and Promotions
  - a. Hotel Advertising (update)
  - b. March Break Promo (update)
  - c. Social Media Quotes (vote)
  - d. Bike Lending Program

**NEW BUSINESS**

- a. Expansion and Fulfillment
  - a. Vacancy Fulfillment (Win this Space, 0 Vacancy)

**ADJOURNMENT – PM**

**NEXT BOARD MEETING:**

General: Tuesday, March 5<sup>th</sup> – 6:00pm | Chamber of Commerce, 208 King Street, Midland