



AGENDA

DOWNTOWN MIDLAND BIA BOARD MEETING

January 16th, 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			

1. CALL TO ORDER – PM

2. ADOPTION OF MINUTES

- a. Motion to adopt the minutes dated December 5th, 2023

3. APPROVAL OF AGENDA

- a. Motion to accept agenda dated January 16th, 2024

4. DECLARATION OF PECUNIARY INTEREST

5. REPORTS

- a. Alignment and Communication
 - a. Mixer Event (update/vote)
- b. Beautification and Signage
 - a. Hanging Baskets, Spring Decor (update)
 - b. Façade Program 2024 approval (vote)
- c. Expansion and Fulfillment (update)
 - a. Expansion discussion – Steering Committee
- d. 2024 Budget Overview for Council (update)
- e. Events and Promotions
 - a. Social Media Quotes (vote)

6. NEW BUSINESS

- a. Events and Promotions
 - a. Traditional Promotion options (vote)
 - i. Hotel Directory (vote)
 - ii. Summer Fun Guide Upgrade
 - iii. Curious Guide
 - iv. Further proposals by Board
 - b. Swag - CityScape (vote)
- b. Expansion and Fulfillment
 - a. Vacancy Fulfillment (Win this Space, 0 Vacancy)

7. ADJOURNMENT – PM

NEXT BOARD MEETING:

General: Tuesday, February 5th – 6:00pm | Chamber of Commerce, 208 King Street, Midland