



AGENDA

DOWNTOWN MIDLAND BIA BOARD MEETING

April 4, 2023 – 6:00PM

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

Mayor Bill Gordon	Joannie Petroff
Roberta Douglas	Michael Sellwood
Megan Marchildon	Sarah Kenny
Nicole French	Bill Meridis

Attendance: P = Present; A = Absent

CALL TO ORDER - PM

1. ADOPTION OF MINUTES

- a. Motion to adopt the minutes dated March 7, 2023
- b. Motion to accept Agenda dated April 4, 2023
- c. Declaration of pecuniary interest

2. NEW AND GENERAL BUSINESS REQUIRING VOTE

- a. Review of BIA Board business prior to board appointment by Town of Midland Council
- b. 2023 Budget/Financial Review
 - a. Management salary
 - b. Events for 2023 (Poutine Feast, Butter Tart Festival, Farmer's Market, Pearl Mist)
 - c. Beautification 2023 (Summer Baskets, Fall Baskets)
 - d. Downtown BIA Watering System
 - e. Promotions 2023 (Summer Fun Guide)
- c. Butter Tart Sponsorship (2022 sponsorship balance owing, 2023 commitment)
- d. Pride Crosswalk Fundraising (Presentation to Membership)
- e. Configuration of public communication. Social Media, website and media correspondence/output
- f. Deputation for Town of Midland Council Review

3. REPORTS and UPDATES

- a. Summer Flower Baskets – Joannie Petroff
- b. Financial – Michael Sellwood
- c. BIA Office Move – Joannie Petroff
- d. Events meeting schedule – Roberta Douglas, Joannie Petroff
- e. Website, Mailchimp – Nicole French

4. ADJOURNMENT – Meeting adjourned at pm

NEXT BOARD MEETING:

May 2, 2023 – 6:00pm | Chamber of Commerce, 208 King Street, Midland