



AGENDA

DOWNTOWN MIDLAND BIA BOARD MEETING

Aug 1st, 2023 – 6:00PM

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

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

Attendance: P = Present; A = Absent

CALL TO ORDER - PM

1. ADOPTION OF MINUTES

- a. Motion to adopt the minutes dated July 11th, 2023
- b. Motion to accept Agenda dated August 1st, 2023
- c. Declaration of pecuniary interest

2. NEW AND GENERAL BUSINESS REQUIRING VOTE

- a. Board Reconfiguration
- b. AGM Date
- c. Downtown Dollars
- d. Updating the Map Directory | Digitalization and Changes
- e. Usage of Downtown QR codes
- f. Update: CTV advertising credit
- g. Fall/Winter STEP Event
- h. Deputation to the Town | Crosswalk Safety
- i. Event Marketing | Cruise Ships, Tall Ships and Tug Boat Festival
- j. Events Piggyback | Tall Ships and Tugboat Festival
- k. Brookside Music Festival Involvement
- l. Google Storage Issues
- m. Summer Fun Guide Listing
- n. BIA Member Contact Preferences
- o. Cross-Community Promotion
- p. Midland Arena Advertising in Penetanguishene
- q. Social Media Business Promotions: Cannabis Shop Regulations
- r. Canva Membership

3. REPORTS and UPDATES

- a. Safety (Street Sweeping, Town Contacts)
- b. Office move | Update
- c. Access to Facebook and LinkedIn

- d. Bench Staining | Update
- e. BIA Expansion | Next Steps
- f. Sandwich Board Refacing
- g. Newsletter Announcements
- h. Marketing Booklet/Rack Card for Social Events
- i. Farmers Market | Update
- j. Ring Central Phone | Update
- k. Office Signage | Update
- l. Guesthouse | Update
- m. Parking and Grates | Update
- n. Butter Tart Festival | Update
- o. Butter Tart Poll | Update
- p. Midland Today | News | Update
- q. Marketing and Member Feedback | Update

4. ADJOURNMENT – Meeting adjourned at pm

NEXT BOARD MEETING:

September 5th, 2023 – 6:00pm | Chamber of Commerce, 208 King Street, Midland