



AGENDA

DOWNTOWN MIDLAND BIA BOARD MEETING

September 3rd, 2024 – 6:00PM

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

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

CALL TO ORDER –

6:00PM

ADOPTION OF MINUTES

APPROVAL OF AGENDA

DECLARATION OF PECUNIARY INTEREST

REPORTS

1. 2025 Major Projects
 - a. Beautification & Signage (vote)
 - i. Patio Program
 - ii. Façade
 - b. Amenities & Security (vote)
 - i. Cameras
 - ii. Accessibility Advocacy/Facilitation
 - iii. Security Personnel
 - iv. Side Street Amenities
 - c. Expansion & Fulfillment (vote)
 - i. Boundary Expansion
 - ii. Vacant Building Management – Beautification, Advocacy
 - d. Alignment & Communication (vote)
 - i. Online Forum (internal website and Facebook)
 - ii. Biweekly Newsletter
 - e. Events & Promotion (vote)
 - i. Traditional Media
 - ii. Sponsorships VS Events, including Car Show
 - iii. Social Influencers
2. Finance and Administration
 - a. Town Relations (update)
 - b. Grant (update)
3. Beautification and Signage
 - a. Façade Application – Let Me Be Frank (vote)
 - b. Art Installations (update)
 - c. Dominion Avenue (update)
4. Expansion and Fulfillment
 - a. Vacancy Beautification (update from Vacancy Committee)
5. Amenities and Security
 - a. Speaker System (update)
 - b. OPP Follow Up (update)

ADJOURNMENT – PM

NEXT BOARD MEETING:

Annual General Meeting: Tuesday, September 17th – 6:00pm | Boathouse Eatery, 177 King St, Midland, ON