



Meeting Minutes

DOWNTOWN MIDLAND BIA BOARD MEETING

April 2nd, 2024 – 6:00PM

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

Attendance: P = Present; A = Absent

Nicole French	P	Bill Meridis	P	Sarah Kestle	P
Michael Sellwood	P	Roberta Douglas	P	Katarina Knezevic	P
Megan Marchildon	A	Sarah Kenny	P	Guest Speaker: Don Chapman	

CALL TO ORDER – 6:01 PM

ADOPTION OF MINUTES

Motion to adopt the minutes dated March 5th, 2024
 Moved by Michael Sellwood
 2nd: Sarah Kestle
 For: All
 Against: None

APPROVAL OF AGENDA

Motion to accept agenda dated April 2nd, 2024
 Motion to add co-op/summer student discussion to the agenda
 Moved by Michael Sellwood
 2nd: Sarah Kestle
 For: All
 Against: None

DECLARATION OF PECUNIARY INTEREST

Bill Meridis to exclude himself from vote on specific co-op/summer student candidate discussions (should there be any) due to familial ties to a current candidate

PRESENTATION

Don Chapman, Chair of the Terry Fox Run in the Heart of Georgian Bay, discussed the results of the 2023 Run and the plans for the upcoming 2024 Run.
 2024 online Registration opens: April 12th (date Terry Fox first put toes in Atlantic ocean)
 Event Date: Sept 15th, Perkinsfield
 BIA potential participation: provide and/or buy auction items; display posters/signs/postcards through stores (advertise to the internal membership); participate in the walk
 Don to come back to BIA with proposal for ask: Communication to membership and community

REPORTS

1. Finance/Administrative
 - a. Vendor Selection Guidelines (vote)
 Example: if BIA member/local is using 3rd party to fulfill orders, do we stay 'local'? defining local, defining threshold to purchasing local such as: if supporting a business directly, then choose local (3 quote system, if BIA can do it within 10% keep it in town, anything more than 10% go elsewhere) with preference given to BIA members; goal to shop local within Simcoe County
 Overall Decision: The board will support the BIA manager's decision for fiscally responsible decision of a suitable supplier.
ACTION: Agreement to make guideline
 - b. Opening High Interest Dual Signature Savings Account (update) – Mike Sellwood
 Will be done after tax season

- c. CRA Authorization (update) – Mike Sellwood
Projected to be achieved by end of the month
- 2. Communication and Alignment
 - a. Branding Guidelines (vote)
External (for tourism) has colour and font flexibility, internal (for members and business) use full logo
Able to manipulate logo only for tourism purposes i.e. adding white space around branding
 - b. Art Policy Approval (vote)
ACTION: Kat to amend proposed policy to include the following
 - i. Committee can vote on beautification, no need to have a board vote
 - ii. No review schedule needed
 - iii. Collection management section: keep a database of art and remove the remainder of the clause
 - iv. Add moral rights clause
 - v. Remove insurance clause and send Policy to Sarah Kestle (requested)
 - vi. Remove monitoring and evaluation clause
 - vii. Remove: Marketing and public relations clause
- 3. Events and Promotions
 - a. Second Butter Tart Festival Day (discussion)
Final decision: we don't have resources to run such an event, but are very willing to be a part of it
 - b. Member Workshop hosted by Innovation Hub (update)
To be hosted in May/June
ACTION: Paul (EDCNS) to ask for location, quotes for catering the event, Kat and Nicole to work with him on the topic, advertise for networking
- 4. Amenities and Security
 - a. Patio Payment Update – Bill Meridis
\$525 per space parking space + \$26/sqm to maximum of 2 parking spaces
Bill mentioned BIA patio program to council; Catherine McDonald is on board;
ACTION: BIA to create and schedule Deputation to the Town
ACTION: Kat to get artist to make illustrate of storefront with beautiful patio planters to have visual to present to council (as our standard)
ACTION: Kat to undergo process to get patio, with BIA of cost of flowers, talk to David Smiley about patio restrictions and places we can use with photographs and sketch on photo where/what we want (2-3 spaces)
ACTION: Kat to meet with Nicole once sourced vendors
- 5. Beautification and Signage
 - a. Hanging Baskets (update)
Town has purchased baskets, designed flower beds (greenery with our different pink-hued flowers). They are truly invested in making this work.
ACTION: Kat to follow up on self-watering planter management
ACTION: Kat to address Ops team about dirty grates for the trees
ACTION: Kat to reach out to Dylan about staining benches
ACTION: Bill will ask about grates and benches
ACTION: Kat to design and print signs for poop and scoop

Motion to extend meeting to 8:30PM.

Moved by Nicole French

2nd: Sarah Kestle

For: All

Against: None

- b. Summer banners and bollards (update)
Call for artists has ended, Beautification Committee has selected final four designs each for banners and bollards.
RE MainStreet Grant: Kat has applied for soundsystem, getting quoted by Owen Sound firm for wifi backbone and installation
Action: Reach out to Owen Sound councillors (Melanie Middlebro') to see if they have something similar
Ask for Town of Midland in-kind resources: closure for Christmas, zip-tie applying bollards
- c. Butter Tart banner (vote)
Action: confirm with Nicole Major if the Town wants old banners up (if new one's requested, they can send us the design; if nothing requested, we do not put up)
- 6. Expansion and Fulfillment (update)

Kat and Bill meeting with business owners in the expanded block
Decision: do not beautify street with banners and baskets until expansion is achieved

7. Added: Coop/Summer Student hiring (vote)
 - Means 4 month commitment at full time (higher than min. wage commitment)
 - Must have: street-cleaner regardless of whether hire a marketing/events/assistant summer student
 - a. Motion to approve hiring 2 summer positions (one technical full-time, one part-time clean-up)
 - Moved by Nicole French
 - 2nd: Mike Sellwood
 - For: All
 - Against: None
 - Action:** Kat to interview pipeline, post jobs online, attend YMCA job fair

ADJOURNMENT – 8:31 PM

NEXT BOARD MEETING:

General: Tuesday, May 7th – 6:00pm | Chamber of Commerce, 208 King Street, Midland