



MINUTES MINUTES

DOWNTOWN MIDLAND BIA BOARD MEETING

August 6th, 2024 – 6:00PM

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

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

CALL TO ORDER – 6:08PM

6:00PM

ADOPTION OF MINUTES

Notes for proper public protocol:

Contract negotiation for full-time employees must be written in a formal contract for each board member to review prior to signing.

Motion to adopt minutes dated July 2nd, 2024 excluding any personal/contract details.

- Moved by: Megan Marchildon
- 2nd: Sarah Kenney
- For: all
- Against: none

APPROVAL OF AGENDA

NEW BUSINESS:

Motion to add new business:

- (1) Review of Dillon’s Façade Application and
- (2) Discussion of current state of Dominion Avenue

- Moved by: Megan Marchildon
- 2nd: Nicole French
- For: all
- Against: none

DECLARATION OF PECUNIARY INTEREST

REPORTS

1. 2025 Major Projects

Operations Manager proposed the following projects below each pillar as the focus of 2025. The board deliberated and presented further potential major projects for consideration. Vote on final 2025 Major Projects will happen next BIA meeting, September 3rd.

- a. Beautification & Signage (vote)
 - i. Patio Program
 - ii. Façade - check if it rolls over

Other ideas: Signage for 2026 (highway, dock for boaters ie *call the harbour master for your transient slip*)
Action: Kat to build in 2025 ad budget for Marinas
- b. Amenities & Security (vote)
 - i. Cameras
 - Follow Up: Bill M to bring to Council proposal for more security downtown (formal patrol)
 - Action:** Put aside during budget time as a backup for security (\$5K-10K) to contribute to downtown security in conjunction with the town, cut a check \$~7.5K
 - ii. Accessibility Advocacy/Facilitation
 - This includes looking into grants etc as 27% of population requires accessible infrastructure
 - Action:** Board to conduct further exploration/research of this topic and determine need
 - iii. Security
 - Follow Up: Bill M asking for 6 months of formal patrol downtown
- 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
In-kind: knowledge, banners, road closure
Action: Creation of Process for people to apply and how much effort we will support (advertise? radio ads?); build out of event package
 - iii. Social Influencers
Expansion and Fulfillment
 - f. Vacancy Beautification (update from Vacancy Committee)
- 2. Finance/Administrative
 - a. 2022/2023 Year End Financials (update)
- 3. Amenities and Security
 - a. Speaker System (update)
Council meeting held August 7th at 1PM will present final vote on amending the noise bylaw to allow for the BIA to install speakers on 21 light posts downtown as a part of a grant. The BIA will not move forward if (1) the bylaw is not amended, (2) the grant contract is not properly proposed.
 - b. One Community Solutions (update)
They have been on the streets for over a month, though Salvation Army street outreach is our best contact as a hands-on interactive measure. OCS is a de-escalation approach. The BIA met with all relevant stakeholders for community safety in this past month, including the OCS supervisor. There are many resources but limited communication between them and gaps in the system. The BIA is doing its utmost to maintain and expand current communication, including potential redesign of the 'who to call' sheet for businesses. OCS has walked the streets alongside Council to introduce themselves to each business owner last month.
Note: Guesthouse Shelter has a new manager.
 - c. Bike Security (discussion)
Action: BIA to configure social media posts and newsletter communication about bike safety and details on how to keep bikes safe. I.e. Advertise 'proper locking' at bike racks, roof racks
- 4. Beautification and Signage
 - a. Dog Poop Signs (vote)
Action: BIA to purchase dog poop bags and hand to owners, educate them in providing this enforcement with anyone they see outside of their store letting their dogs defecate in public. BIA not to install formal signs.
 - b. Cigarette Butt Receptacles (vote)
Action: Kat to present options for the Board to vote on and implement downtown.
 - c. Art Installations (update)
Mural has been installed in 270 King Street, after wall had been painted blue to transform the grey space. Public art installation (OPTIK) only to be installed if (1) Town approves of location and implantation measures (2) if grant contract is properly drafted and given.
 - i. GBay Letter Lights
Action: Lights must be moved due to Bylaw enforcement. Debate on whether to move them on Town property that is appealing to 'GBAY' messaging but that is outside of BIA boundary at Bayshore and King Street (i.e. harbour corner facing south for photo opp). Argument is they are a draw for photos to people who will then explore further downtown. Chair mentioned that planters were purposely not placed up the street to achieve expansion and to honour the taxpaying BIA members within the boundary. Board members spoke to the fact that BoatHouse owner Kirk fully supports expansion and is ready to be a BIA member.

Motion to make exception to place GBAY lights outside of BIA boundary, should Town approve this location.

Moved by: Megan Marchildon

2nd: Bill Meridis

For: Sarah Kenney, Sarah Kestle, Roberta Douglas

Against: Nicole French

New Business: Dominion Avenue

a. Dominion Avenue

Dillon's area where trees are overgrown, touching buildings, scraping facades; sidewalks are slanted, weeds are overgrown; planters overgrown

Action: Push for the town to repair this road; they are doing it in order of emergency (Midland Ave vs Dominion) including pouring new concrete

Note: 4 vacant businesses on this street

Action: Bill M to get on Dominion Ave street program, upkeep of Town with Kat to follow up with Town

Note: Other neglected area, Bill will address as well

Motion to extend to meeting to 8:20PM

Moved by: Nicole French

2nd: Megan Marchildon

For: all

Against: none

b. Facade

Action: BIA to retrieve more information about the façade work (Dillon's side street location, 2 units full); can't approve application as-is but will request them to submit for new signage not already installed

Action: BIA to compile reliable contractor contacts – i.e. one pager of BIA member-used contractors

5. Events and Promotions

a. Sponsoring Community Events (vote)

Action: BIA to create formal event package and proposal for 'sponsoring' events downtown

b. Arena Signage (update)

Action: Kat to hire graphic designer to create new signs for Midland Hockey Rink

6. AGM Update

Details: Sept 17th at the Boathouse, 6:00-7:00PM formal meeting with mingling afterwards. Invitations to be sent out to Mayor and Ops team. Nicole to form 'Save the Date' notice while Kat is OOO in August.

ADJOURNMENT – 8:13 PM

NEXT BOARD MEETING:

General: Tuesday, September 3rd – 6:00pm | Chamber of Commerce, 208 King Street, Midland