



Meeting Minutes

DOWNTOWN MIDLAND BIA BOARD MEETING

July 2nd, 2024 – 6:00PM

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

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

Attendance: P = Present; A = Absent

CALL TO ORDER – 6:03PM

6:00PM

ADOPTION OF MINUTES

Motion to adopt the minutes dated June 4th, 2024
 Moved by: Nicole French
 2nd: Michael Sellwood
 For: all
 Against: none

APPROVAL OF AGENDA

Motion to adopt the agenda dated July 2nd, 2024
 Moved by: Nicole French
 2nd: Sarah Kestle
 For: all
 Against: none

DECLARATION OF PECUNIARY INTEREST

Katarina Knezevic (current Operations Manager) to step out of the room during contract topic 7.b. Contract Renewal – Operations Manager
 Nicole French declared she is now a EDCNS board member and will exclude herself from votes incurring any conflict of interest regarding this EDCNS

REPORTS

1. Expansion and Fulfillment
 - a. 2024-5 Plan (update)

Action: Communication plan (messaging, networking, door-to-door) to be developed by Kat and delegated
 - b. Vacancy beautification (vote)
 - i. Window cleaning of vacant buildings; door signage of something really clean and nice that says "Make this your business in Beautiful Downtown Midland"; window coverings
 - ii. Town to address gates, OPP to pass on suggestion but BIA to speak with prop. Owners
 - iii. Potential solution for people's personal belongings: recycling bin, holes, locks

Motion to establish Vacancy Building Beautification Committee
 Moved by: Nicole French
 2nd: Michael Sellwood
 For: all
 Against: none
2. Finance/Administrative
 - a. CRA Authorization (update) – Mike Sellwood
 - i. Online CRA access almost achieved, big leaps have been made
 - b. 2022/2023 Year End Financials (update)
 - i. New accounting firm almost done 2022 (a week out) with 2023 complete a few weeks later
3. Amenities and Security
 - a. Bike Repair Stations (update/vote)

- i. **Action:** Kat to bring forward all bylaw on spending over voting on spending over a certain amount when the amount originally approved for spend is >\$2K
 - b. 288 Pathway Closure (update)
 - i. Town has been notified and opened a ticket on this issue, Kat followed up, no response yet
 - c. Safety OPP Walk-Through (update)
 - i. BIA walked through with OPP to select major issue areas for more municipal lighting
 - ii. Constable Ryan stated Town could put gates up in vacant properties (it's up to property owner) Town to help clean up Vacant Buildings (add gating to prevent activity in alcoves) especially old Crow's Nest which is condemned and has the highest drug activity count
 - iii. Lighting and Cameras (potential grant moved from Downtown emergency budget) BIA to look into additional business lighting (front of store)--> needs to be per bylaw, i.e. Gooselights, following Official Plan guidelines
 - Action:** BIA to offer grant for camera purchase and install (incentivize safety and CAMsafe registration)
 - Safety Committee: led by Sarah Kenney
 - Public statement: we are working with OPP, collecting data, and facilitating conversation between relevant community groups to best support our downtown
 - d. Simcoe County Outreach
 - i. OCS is not hands-on approach but rather de-escalation approach, engage relevant organizations
 - ii. The OCS (One Community Solutions) phone number cannot be added to the printed Community Resource Toolkit being shared by the town but will be added to the online version.
 - iii. OCS will have a printed resource to hand out to the BIA members when they engage with them that explains who they are, what they do and their contact number for easy reference.
 - iv. **Action:** Kat to ask County whether it is an automated system or who they would direct us to Kat to share number with businesses: the OCS phone number is (647) 688-9175.
 - e. 2025-26 Party on the Dock (vote)
 - Postponed until next meeting for further context by Bill Meridis.
 - Action:** Bill Meridis to connect with Rotary club who used to organize this event and get context before next BIA meeting.
4. Beautification and Signage
- a. Beautification Options (update/update)
 - i. Discussed seasonal decor and lighting.
 - ii. Discussed budgeting for street-sweeping initiative in 2025 partnering with Waypoint program.
 - b. Patio Program (vote)
 - i. Patio committee has been formed
 - Action:** Kat to provide cost breakdown to the committee for them to come up with a plan on leasing out planters to downtown businesses for a cohesive look.

| Cost | Breakdown | | | |
|-----------------------------|---|--------------|---|---------------------------------------|
| Supplier | Item | Cost | Specs | Note |
| Urbanscape | Planter: 70868 Kingston | \$ 389/unit | 30"L x 13"W x 36"H | |
| Wye Nurseries | Plant material | \$ 175/unit | Large Planter | |
| Town of Midland | Maintenance, watering, transportation of planter, cleaning them out | \$ 641/patio | Quoted \$1,820 for 8 planters, 2 patios | Kat hasn't confirmed the cleaning yet |
| Costs for full patio | 4 Planters, Material, Maintenance, Instal | \$ 3,166 | Own and Maintain | |

- ii. Dillon's Patio (vote)
 - Dillon's has been told by the Town that they had to remove their tent after 4 months of use. Motion to not get involved but help via patio committee.
 - Moved by: Megan Marchildon
 - 2nd: Sarah Kestle
 - For: all
 - Against: none

- Action:** Megan to reach out to Dillon's stating the BIA started a Patio Committee, and will reach out to shortly (encourage patio discussions)
- Action:** Kat to follow up with Bill Meridis on CAO meeting - support for BIA by Town

- c. Dog Poop Signs (vote)
Action: Add to signage to next agenda, including You're under Surveillance Signs [area under surveillance]
- 5. Communication and Alignment
 - a. Land Acknowledgement (vote)
Action: Kat to speak to Cultural Alliance about land acknowledgement that is available for use in Heart of Georgian Bay; once they approve, adopt it.
- 6. Party on the Dock - 2026
 - a. **Action:** Bill Meridis to speak with Rotary Club who used to run the event and learn why they stopped running it to give further context before the next meeting.
- 7. Administration
 - a. New Hire (update)
 - i. Julia Sickinger started with us June 24th as Tourism Ambassador. We now clean grates with a new tool; she streetsweeps every morning at 8am.
 - b. Operations Manager Contract Renewal (vote)
 - i. Board discussed Operations Manager's performance over the last year and Katarina's salary request and expectations.
 - ii. Board discussed employee salary, vacation, continued education, expense account, etc.
Motion to offer Katarina a salaried position as described.
Moved by: Michael Sellwood
2nd: Megan Marchildon
For: all
Against: none

ADJOURNMENT – 8:03 PM

NEXT BOARD MEETING:

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