



**Meeting Minutes**

**DOWNTOWN MIDLAND BIA BOARD MEETING**

June 4<sup>th</sup>, 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	Guest Speakers: Todd Pittman – OPP	

Attendance: P = Present; A = Absent

**CALL TO ORDER – 6:04 PM**

6:00PM

**ADOPTION OF MINUTES**

Motion to adopt the minutes dated May 7<sup>th</sup>, 2024  
Moved by: Nicole French  
2<sup>nd</sup>: Megan Marchildon  
For: all  
Against: none

**APPROVAL OF AGENDA**

Motion to accept agenda dated June 4<sup>th</sup>, 2024  
Moved by: Nicole French  
2<sup>nd</sup>: Megan Marchildon  
For: all  
Against: none

**DECLARATION OF PECUNIARY INTEREST**

None

**PRESENTATIONS**

Todd Pittman – Detachment Commander, Southern Georgian Bay Detachment  
Q&A

6:05-6:15PM  
6:15-6:20PM

New legislation: Community Safety Policing Act

Section 7 includes requirements to meet with SGB community (Township, BIA, service providers, etc)

Todd presents ideas to increase safety, given OPP catch-and-release policy that doesn't get to root cause

**Crime:** reducing victimization, IPV intimate partner violence epidemic (community officers educating, talking at schools); auxiliaries do talks about being safe/safety planning;

**community street crimes unit** (drug unit) → staffing back up to full strength; highest it's been in recent years

- aware of drug house, issues, traffickers, weapons; small community but have big-city problems
- nature of people that come here (shelter system, etc) since they carry the root cause
- more police presence won't 'fix the problem' since person is released shortly after OPP press charges
- now mandatory OMAP compliance checks in place for release orders, including IPV cases; OMAP enforcement is high
- System needs to change (OPP plea for Town Council to make motion to Crown Attorney)--> OPP partnering with SGB Councils to push for this
- **Enforcement visibility** all seasons but summer wains since calls for service increase in summer so less OPP visible on streets
- RA members are now focused on traffic enforcement, foot and bike patrol, visibility + summons and subpoenas

- 46% ahead in traffic enforcement this time last year

**Community Wellbeing Plan:** funded by Simcoe county, with 3 key focuses

1. education
2. housing
3. mental health and addictions (respond to behaviours as police but cannot treat it as they are not medical professionals therefore not fixing anything)

**Plan:** advertising with detachment and assigned foot patrol and bicycle control shifts; putting out overtime for downtown policing/paroling would mean a cost to the Town unless they have capacity with staffing

- Above optimal staffing levels will be allocated to Midland; priority is given to calls as needed in SGB
- **Overtime will be put in Midland for more OPP foot patrol, bike patrol i.e. in back lots, where it's known for drug activity, increase flow, reduce loitering, trespassing**
- **Can't commit to officers signing up for this job BUT if OPP is staffed above optimal levels, they could be assigned**

New: Mental health calls for service now have 1 additional officer full-time

**'One Community Solutions'** coming here, from Barrie

**Action:** Bill Meridis to arrange talk with them and OPP (Council presentation is being requested)

**How to organize ourselves:** Have Rhonda Bunn reach out to Todd, OPP can pull stats to directly link to downtown incidences, local officers will have stats on how often they are called downtown; get sense of how much OPP are drawn here; coordinate with other municipalities in SGB to see what are 'normal' levels or if we are above

**Lighting in the back:** brighten up the areas as recommended by OPP

**Action:** BIA to reach out to OPP and follow-up in a month once the OPP stats are out  
 OPP to look into SCRAM and increase surveillance as a deterring  
 OPP to speak to Town to add lighting

**CAM Safe:** register all cameras here

**Action:** Kat to ensure there is writing about cameras to the facade application + feature CAM safe in all newsletters

## REPORTS

6:20PM

1. Administration
  - a. Renting Out Office with For Sale on Georgian Bay (Megan Marchildon)  
Don't list it
  - b. AGM Date  
Tues. Sept 17<sup>th</sup>  
**Action:** Kat to start PPT adding pictures of our successes
2. Expansion and Fulfillment (update)
  - a. Levy for professional services/offices in expansion area (vote)  
**Action:** Kat to update Emma from LabX on our OPP conversation, as they are having meeting with relevant community groups around safety  
**ACTION:** Kat to set expansion meeting for June 18
  - b. Vacancy tax (update)  
Fee update will be given to Council in September
3. Finance/Administrative
  - a. Opening High Interest Dual Signature Savings Account (update)  
This has been done, with dual signature feature is being confirmed next week.
  - b. CRA Authorization (update) – Mike Sellwood  
Once dual signature online-access is accomplished, should have access to CRA.

- c. 2022/2023 Year End Financials (update)  
New firm is completing our 2022 in the coming week, 2023 will take 6-7 weeks.
- 4. Amenities and Security
  - SCRAM: why not promote that security?  
**Action:** Kat to encourage owners to include camera signs in stores via newsletters
  - a. Patio Report (update)  
We'll be sending out a survey to the general public to see if they favour patios VS street parking  
This will be used for the deputation to the Town in terms of cohesive patios + to placemaking in front of businesses, taking up a spot
- 2. Promotions and Events
  - a. Sidewalk Sundays (update)  
First was very successful, second had mixed reviews, last was rainy so our BIA activation wasn't popular, but some businesses saw success (the ones that have been open on Sundays consistently for a while).  
Key takeaway: Consistency. Promo for neighbour sales by Taylor & Co. is a great idea, but difficult to execute when everyone has varying hours. Doesn't seem that businesses would like consistent hours.  
**Action:** BIA will continue to promote Sidewalk Sundays and will run a big activation on Labour Day long weekend with BIA staff.
- 3. Beautification and Signage
  - a. Summer Beautification (update)  
Banners and bollard covers to be put up in the next two weeks (after Buttertart)  
Patios to be installed with the help of Town Ops next week.
  - b. Remembrance Day Banners (update)  
Banners to be put up all the way to Yonge out of respect for the Legion, the people we are honouring, and Raytheon sponsoring the entire project.

**ADJOURNMENT – 8:04 PM**

8:00PM

**NEXT BOARD MEETING:**

General: Tuesday, July 2<sup>nd</sup> – 6:00pm | Chamber of Commerce, 208 King Street, Midland