



MEETING MINUTES

DOWNTOWN MIDLAND BIA BOARD MEETING

March 5th, 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	Katarina Knezevic	P
Michael Sellwood	P	Roberta Douglas	P	Sarah Kestle	A
Megan Marchildon	A	Sarah Kenny	P		

CALL TO ORDER – 6:15 PM

ADOPTION OF MINUTES

Motion to adopt the minutes dated February 6th, 2024
Moved by Michael Sellwood
2nd: Bill Meridis
For: All
Against: None

APPROVAL OF AGENDA

Motion to accept agenda dated March 5th, 2024
Moved by Michael Sellwood
2nd: Nicole French
For: All
Against: None

DECLARATION OF PECUNIARY INTEREST

Mike to sit out on Façade Application – Let Me Be Frank (vote)

REPORTS

1. Website
 - a. Chaus (vendor) contract disclosure (update)
Chaus, BIA vendor for social media and website, has won an RFP to make all of the marketing materials of the Town of Midland Events department. No conflict of interest posed.
2. Amenities and Security
 - a. Safety Resource Toolkit (update)
BIA is interesting in launching a campaign to educate members and public on next steps, as the current materials need introduction.
3. Beautification and Signage
 - a. Façade Application – Let Me Be Frank (vote)
Action: Kat to add 3-year rule (that member cannot reapply within 3 years of receiving the grant) to the Façade Application (previously voted on, currently not in the form)
Action: Let Me Be Frank (and others) can reapply for the difference from their application and the 5K max without waiting 3 years. As of the maximum grant issuance, 3 years will be applied before new application is considered.
Action: Kat to post who has gotten the Facade in the past on the website, so that new applicants can reach out to past members if they need reliable contractors/quotes.
 - b. Patio Planter initiative (vote)
Motion to move forward with patio planter initiative as the major 2025 beautification initiative, considering it for grant applications.
Moved by: Nicole French
2nd: Mike
For: All

Against: None

Action: Kat to schedule meeting with the Town/open discussion about parameters of patios in BIA.

Action: Kat to look into resin flower boxes for longevity (last longer than wood)

Notes:

Year 1: Free for members if we receive grant to purchase all patio planters and meet by-law requirements (licencing for alcohol-space enclosed). This takes weight off restaurants to maintain the planters, with BIA setting up and taking down at the same time (need to look into storage, etc)

Year 2: Members buy into program to offset ongoing ops costs

Bill M point: find happy balance between patios and members who want parking in front of their business

Action: 2024 buy flower boxes as examples for future years (as part of Community Activator grant)

c. Hanging Baskets (vote)

Motion to approve and sign the presented contract by the town.

Note: OK with 4-year timeline since it needs to be long enough to make it worth it for the Town, and allows them to prove themselves.

Moved by Mike Sellwood

2nd: Nicole

For: All

Against: None

d. Spring Decor (update)

Banners going up the first day of Spring and potential window decorating contest (to be discussed with beautification committee). Grant has been applied for bollard covers and banners, to be pushed out to summer (not spring) to allow for call-for-artists timing and Butter Tart Festival to pass (risk).

Action: Sidewalk Sunday (i.e. 10am-2PM) to be considered for 2024 Community Activator grant.

Motion to apply for Sidewalk Sunday placemaking initiative for the Community Activator grant provided by FedDev My Main Street 2.0 (for Muskoka chairs, flowers, patio space, public art, sound system, road closures, buskers, etc)

Moved by Michael Sellwood

2nd: Nicole French

For: All

Against: None

e. Mural Restoration (update)

See if we want to dedicate budget in the future, contingent on us receiving grants for the above initiatives and therefore having funds remaining for murals.

4. Finance/Administrative

a. Opening High Interest Dual Signature Savings Account (vote)

Operating Account up to \$25,000 with drawback: fraud potential

Motion to open High Interest Savings Account with operating budget of \$25,000 for easy online banking.

Moved by Nicole French

2nd: Sarah

For: All

Against: None

b. CRA Authorization (update)

The authorized CRA user for our account has not been identified (investigation launched with no success). Mike Sellwood to move forward with proof of legitimacy to gain CRA access.

5. Expansion and Fulfillment (update)

Member booklet has been made for distribution to new members; property manager letter to be revised for distribution to property owners.

Action: Bill Meridis to meet with business owners and garner signatures for supporting expansion up King Street to Young, including Boathouse.

Action: Kat to create list of businesses to go to for remainder of members and committee to communicate

Action: Kat to reach out to Bob Kafato

Action: Nicole to help Kat with one-pager for existing businesses "What's coming this summer"

Action: Kat to check with OBIAA if 33% OF WHOLE BIA area or just expanded portion can't rebuke expansion

6. Communication and Alignment

a. OMAFRA Business Retention and Expansion program (vote)

Postpone until winter of 2025

Motion to extend meeting to 8:30PM.

Moved by Nicole French

2nd: Mike Sellwood

For: All

Against: None

7. Events and Promotions

a. March Break Promo (update)

Scavenger hunt taking place downtown, clues to be handed out closer to the event, promo posters have been distributed

b. Easter Event (vote)

Motion not to move forward; traditional mascot was not BIA-specific since Matt Shepherd left

c. Second Butter Tart Festival Day (discussion)

Kat and Roberta met with the Town to discuss options for a BIA event after Butter Tart. They would provide a report to council which states what we are willing to contribute and what the town is willing to contribute (in-kind resources; see Events Meeting Minutes for details).

Action: Nicole to discuss with Roberta before applying Kat's time to this endeavour

d. Window decorating contest (vote)

Action: Kat to schedule beautification/events meeting for more details

e. Volunteer Day

Favourable

Action: Kat to meet with events team

Motion to adjourn.

Moved by Nicole French

2nd: Sarah Kenney

For: All

Against: None

ADJOURNMENT – 8:30 PM

NEXT BOARD MEETING:

General: Tuesday, April 2nd – 6:00pm | Chamber of Commerce, 208 King Street, Midland