



Meeting Minutes

DOWNTOWN MIDLAND BIA BOARD MEETING

May 7th, 2024 – 6:00PM

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

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|------------------|-----------------|---|--|
| Nicole French | Bill Meridis | Sarah Kestle | |
| Michael Sellwood | Roberta Douglas | Katarina Knezevic | |
| Megan Marchildon | Sarah Kenny | Guest Speakers: Lynn – Heart of Tiny Katie Palmer – Curbside Cleaners | |

Attendance: P = Present; A = Absent

CALL TO ORDER – 6:05 PM

6:00PM

ADOPTION OF MINUTES

Motion to adopt the minutes dated April 2nd, 2024
Moved by Megan Marchildon
2nd: Sarah Kestle
For: All
Against: None

APPROVAL OF AGENDA

Motion to accept agenda dated May 7th, 2024
Moved by Megan Marchildon
2nd: Sarah Kestle
For: All
Against: None

DECLARATION OF PECUNIARY INTEREST

PRESENTATIONS

Katie Palmer - Georgian Bay Curbside Cleaners (Street Maintenance) 6:05-6:15PM

Program to help those who identify as having mental health issues get and retain jobs, problem solve and communicate; Hero Center is a sounding board for problem solving and helping create the right employee-employer relationship and provide job training; education specialists, rec therapists, job-specific skill training, life skills, with physical trainer for job-specific strength.

Katie on behalf of Beth (Georgian Bay Curbside Cleaners) discussed initiatives to support employment and transitional program running 20+ years in Penetang; employer sifts through applications and hires from their pool; Advantages: cleaner downtown, rapid cleanup, having a program which supports vulnerable populations and offers direct point of contact to Waypoint employees daily, harm reduction clean-up, they'll know how to pick it up, dispose of safely, instill a positive tourist experience; assisting community members with mental health concerns reintegrate into community.

Required of BIA: place for storage and access to bathroom, breakrooms, health unit for harm reduction*, raingear, safety vest, gloves; **financial needs:** 3-month trial, \$6,500 (\$7K starting Oct) or \$27K for the year for 5 days/week, 2 employees; Waypoint provides job training and support, daily communication with cleaners, problem solving and support, special tasks like bench painting and weeding gardens, direct point of contact

MOU with Town of Penetang defines role of employer VS Waypoint, and Hero Center taking care of coordination

If interested, next step: connect with Beth

Q&A

6:15-6:20PM

Action: Look into the cost for next BIA meeting of current summer staff in relation to this outlay
[parking lot] End of summer, Kat to coordinate with Cleaners

Lynn – Neighbor of Tiny 6:20-6:30PM
Monthly publication: 2,250 home owners print-wise, expanded in social media with geo ads
15K monthly digital

Q&A 6:30-6:35PM
Action: Kat to close loop and ask for updated price list for future consideration.

REPORTS 6:35PM

1. Finance/Administrative
 - a. Opening High Interest Dual Signature Savings Account (update) – Mike Sellwood
 - b. CRA Authorization (update) – Mike Sellwood
 - c. Student Hiring (update)
Action: Kat to phone health unit (free)
Action: Good answer for why to have Sunday open → so that she can respond door-to-door
Labour Day long weekend is when BIA stops advertising, stores can stay open if they want
Long weekend Sundays are as good as Saturdays; push them on at least holiday weekends
2. Amenities and Security
Soon there will be community outreach and green-vest team
Action: Kat to send monthly email of complaints with videos and photos to the town, have members send in videos etc.
 - a. Vacancy Tax (update) – Bill Meridis
Motion at last Council meeting was put in place for vacant buildings of 2+ years not maintaining their building to pay a fee; if have proof of actively searching for tenants, exempt from fee and can dispute it. This is for the building owner who hasn't upheld their place, negatively affecting the town (ghost landlords). Fee is cost recovery for town, but balance of fee should go to the BIA for us to help owners decorate their alcoves, place signage, improve store front.
Council motion for Vacancy Tax by Bill M and comment on empty building barrier so people can't loiter
Action: once agenda comes up, it should be posted to BIA members and website; who's going to be taxed, what will happen to the money
 - b. Patio Discussion
 - i. Rules – Bill Meridis
First parking spot \$500, up to 2 goes by square meter (\$26)
 - ii. Impact of Rules (open discussion)
 - iii. BIA Action to Support Members (vote)
Action: Deputation for true patio program; BIA coordinates with town to move bollards, discuss fees involved.
Motion to vote on patios BUT conduct studies about patios; find real numbers; are they supportive for business; parking fit in; bring real studies, research, numbers, impact of removing parking spot from small community.
Action: Kat to follow up with parking committee
Action: OK to place chairs in front of simply country
3. Promotions and Events
 - a. Butter Tart Day 2 (update) – Bill Meridis
 - i. hasn't come before council
 - b. Terry Fox Day Promotion (vote)
 - i. not any option (but we will show support independently, but we will not be formally putting together BIA membership)
Action: Kat to close loop with communication
 - c. Merchandise Pricing (vote)
 - i. 25\$ tote bag
 - ii. \$3 post card
 - d. Reallocation of ButterTart Sponsorship Funds (vote)
 - i. \$1.5K approved to sponsorship moved to video grant (should it still be available)
4. Beautification and Signage
 - a. Summer Beautification (update)
Action: place patio near a camera – chain two chairs together
Action: Pamphlet changes → take out pebble tree, Skate Shop, Maurice's name change, Panache instead of Centum

Motion to extend meeting to 8:30PM.

Moved by Nicole French

2nd: Megan Marchildon

For: All

Against: None

- b. Waypoint Transitional Employment Program – Curbside Cleaners (vote)

See above details under presentations.

- c. Remembrance Day Banners (vote)

Motion to move forward with this project, coordinating with the Legion and Raytheon.

Moved by Megan Marchildon

2nd: Bill Meridis

For: All

Against: None

Action: Kat to meet with relevant organizations and move forward.

- d. Façade Application – Hemingway Barbershop & Social Club (vote)

Moved by Megan Marchildon

2nd: Sarah Kenney

For: All

Against: None

- e. Expansion and Fulfillment (update)

- f. Levy for professional services/offices in expansion area (vote)

Postponed to next meeting

ADJOURNMENT – 8:31 PM

8:00PM

NEXT BOARD MEETING:

General: Tuesday, June 4th– 6:00pm | Chamber of Commerce, 208 King Street, Midland