



Meeting Minutes

DOWNTOWN MIDLAND BIA BOARD MEETING

October 1st, 2024 – 6:00PM

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

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

CALL TO ORDER – 6:26 PM

ADOPTION OF MINUTES

Motion to adopt the minutes from last meeting
Moved by: Mike Sellwood
2nd: Roberta Douglas
For: all
Against: none

APPROVAL OF AGENDA

Motion to approve agenda for this meeting
Moved by: Mike Sellwood
2nd: Bill Meridis
For: all
Against: none

DECLARATION OF PECUNIARY INTEREST

None

REPORTS

1. 2025 Budget (vote)

Motion to approve 2025 budget (version B attached)
Moved by: Megan Marchildon
2nd: Michael Sellwood
For: all
Against: none

2. Amenities and Security

- a. Transitional Employment Program (Waypoint)
- b. One Community Solutions Follow Up

3. Finance and Administration

- a. Town Relations (update)
- b. Grant (update)

4. Promotions and Events

- a. Mini Monster March
 - i. Roberta: lending her décor
 - ii. Candy: donations + budget
 - iii. Help: Events coordinator + volunteer
- b. Tree Lighting Celebration
- c. Holiday Stop'n Shop (November 29th-30th during Tree Lighting and Santa Claus Parade)

5. Beautification and Signage

- a. Fall Decor (update)
 - i. Switch over successful – Kat working with Ops for 14 lampposts not producing electricity

- b. Remembrance Day Banners (update)
 - i. Done, ordered, to be put up after Halloween
 - c. Holiday Decor (update)
 - i. Desired location is St. Paul's Church, waiting on response
6. Expansion and Fulfillment
- a. Vacancy Beautification (update from Vacancy Committee)

ADJOURNMENT – 8:00 PM

NEXT BOARD MEETING:

Annual General Meeting: Tuesday, November 5th – 6:00pm | Chamber of Commerce

DOWNTOWN MIDLAND 2025 BUDGET - VERSION B

| BUDGET PROPOSAL | | | | Levy Amount | 0.6% |
|--|---------------------|----------------------|---------------------|---------------------|----------------------|
| Item | Q1 | Q2 | Q3 | Q4 | TOTAL |
| Revenues | | | | | |
| Member Assessments- Annual | \$ 43,750.00 | \$ 43,750.00 | \$ 43,750.00 | \$ 43,750.00 | \$ 175,000.00 |
| COVID and 2024 Budget Surplus | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 10,000.00 | \$ 40,000.00 |
| Commitment to Cleanliness & Captial Maintenance | \$ 7,500.00 | \$ 7,500.00 | \$ 7,500.00 | \$ 7,500.00 | \$ 30,000.00 |
| Government Grants for Summer Students (direct outflow) | | \$ 1,845.00 | \$ 3,690.00 | | \$ 5,535.00 |
| General Grants and Sponsorships | | \$ 9,660.00 | \$ 7,000.00 | | \$ 16,660.00 |
| Sales and Promos | \$ 100.00 | \$ 500.00 | \$ 250.00 | | \$ 850.00 |
| Rental Sublease Income (direct outflow) | \$ 1,646.25 | \$ 1,646.25 | \$ 1,646.25 | \$ 1,646.25 | \$ 6,585.00 |
| Total Receipts | \$ 61,350.00 | \$ 73,255.00 | \$ 72,190.00 | \$ 61,250.00 | \$ 274,630.00 |
| Promotion and Beautification Expenses | | | | | |
| Advertising & Promotions | \$ 6,600.00 | \$ 5,000.00 | \$ 3,150.00 | \$ 4,510.00 | \$ 19,260.00 |
| Social Media (Contract) | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 6,000.00 |
| Social Media (Influencers) | | \$ 2,000.00 | | | \$ 2,000.00 |
| Traditional Media | \$ 1,250.00 | \$ 1,250.00 | \$ 1,250.00 | \$ 2,760.00 | \$ 6,510.00 |
| Signage | \$ 1,000.00 | | | | \$ 1,000.00 |
| Downtown Dollars/Giftcards/Giveaways | \$ 150.00 | | \$ 150.00 | | \$ 300.00 |
| Printing | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 250.00 | \$ 1,000.00 |
| Swag | \$ 1,000.00 | | | | \$ 1,000.00 |
| Web Optimization (Listings, Directories) | \$ 1,450.00 | | | | \$ 1,450.00 |
| Events | \$ - | \$ 400.00 | \$ - | \$ 3,850.00 | \$ 4,250.00 |
| March Break Scavenger Hunt | | \$ 400.00 | | | \$ 400.00 |
| Mini Monster March | | | | \$ 1,350.00 | \$ 1,350.00 |
| Christmas | | | | \$ 2,500.00 | \$ 2,500.00 |
| Beautification | \$ 13,100.00 | \$ 26,498.00 | \$ 2,700.00 | \$ 2,000.00 | \$ 44,298.00 |
| Vacant Building Beautification | | | \$ 1,500.00 | \$ 1,500.00 | \$ 3,000.00 |
| Banners | | \$ 2,000.00 | | | \$ 2,000.00 |
| <i>Patio Program</i> | | | | | \$ - |
| Planter Hardware | | \$ 6,332.00 | | | \$ 6,332.00 |
| Seating | | \$ 1,356.00 | | | \$ 1,356.00 |
| Flowers for existing planters | | \$ 1,650.00 | | | \$ 1,650.00 |
| Hanging Baskets | | \$ 5,500.00 | \$ 1,200.00 | | \$ 6,700.00 |
| Decorations | \$ 500.00 | | | \$ 500.00 | \$ 1,000.00 |
| Bollard Covers | | \$ 9,660.00 | | | \$ 9,660.00 |
| Capital Maintenance | \$ 12,600.00 | | | | \$ 12,600.00 |
| Annual Façade Program | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 20,000.00 |
| Façade Program | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 20,000.00 |
| Amenities, Security | \$ 10,700.00 | \$ 13,200.00 | \$ 11,700.00 | \$ 6,700.00 | \$ 42,300.00 |
| Street Cleaning | \$ 6,700.00 | \$ 6,700.00 | \$ 6,700.00 | \$ 6,700.00 | \$ 26,800.00 |
| Vacant Building Gates | \$ 1,500.00 | \$ 1,500.00 | | | \$ 3,000.00 |
| Camera & Signage | \$ 2,500.00 | | | | \$ 2,500.00 |
| Security Personnel | | \$ 5,000.00 | \$ 5,000.00 | | \$ 10,000.00 |
| Expansion | \$ 5,000.00 | | | | \$ 5,000.00 |
| Sub-total | \$ 35,400.00 | \$ 50,098.00 | \$ 22,550.00 | \$ 22,060.00 | \$ 135,108.00 |
| Administration Expenses | | | | | |
| Manager Salary and benefits | \$ 21,873.75 | \$ 21,873.75 | \$ 21,873.75 | \$ 21,873.75 | \$ 87,495.00 |
| Summer Student Wages | | \$ 2,031.67 | \$ 4,063.33 | | \$ 6,095.00 |
| WSIB 3.42 % | \$ 748.08 | \$ 817.57 | \$ 887.05 | \$ 748.08 | \$ 3,200.78 |
| Curbside Cleaners Wages (admin) | \$ 804.00 | \$ 804.00 | \$ 804.00 | \$ 804.00 | \$ 3,216.00 |
| Office Expenses and Supplies | \$ 875.00 | \$ 875.00 | \$ 875.00 | \$ 875.00 | \$ 3,500.00 |
| Telephone and Internet | \$ 125.00 | \$ 125.00 | \$ 125.00 | \$ 125.00 | \$ 500.00 |
| Office Rent | \$ 2,425.00 | \$ 2,425.00 | \$ 2,425.00 | \$ 2,425.00 | \$ 9,700.00 |
| Office Sublease | \$ 1,646.25 | \$ 1,646.25 | \$ 1,646.25 | \$ 1,646.25 | \$ 6,585.00 |
| Meetings, Conventions and Board Training | | \$ 2,800.00 | | | \$ 2,800.00 |
| Bank Charges and Interest Expense | \$ 50.00 | \$ 50.00 | \$ 50.00 | \$ 50.00 | \$ 200.00 |
| Downtown Emergency Budget | \$ 1,125.00 | \$ 1,125.00 | \$ 1,125.00 | \$ 1,125.00 | \$ 4,500.00 |
| Legal and Accounting | \$ 550.00 | \$ 550.00 | \$ 550.00 | \$ 550.00 | \$ 2,200.00 |
| Software and Related Fees | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 6,000.00 |
| BIA Board insurance & General Liability | \$ 2,600.00 | | | | \$ 2,600.00 |
| Misc Expenses Web Maintenance | \$ 750.00 | | | | \$ 750.00 |
| Sub-total | \$ 35,072.08 | \$ 36,623.23 | \$ 35,924.38 | \$ 31,722.08 | \$ 139,341.78 |
| Est. SURPLUS/DEFICIT FOR THE YEAR | -\$ 9,122.08 | -\$ 13,466.23 | \$ 13,715.62 | \$ 7,467.92 | \$ 180.22 |