



**Meeting Minutes**

**DOWNTOWN MIDLAND BIA BOARD MEETING**

January 16<sup>th</sup>, 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	A	Roberta Douglas	P	Sarah Kestle	P
Megan Marchildon	P	Sarah Kenny	P		

**1. CALL TO ORDER – 6.14 PM**

**2. ADOPTION OF MINUTES**

- a. Motion to adopt the minutes dated December 5<sup>th</sup>, 2023  
 Moved by Bill Meridis  
 2nd: Sarah Kestle  
 For: All  
 Against: None  
 Carries

**3. APPROVAL OF AGENDA**

- a. Motion to accept agenda dated January 16<sup>th</sup>, 2024  
 Moved by Bill Meridis  
 2nd: Sarah Kestle  
 For: All  
 Against: None  
 Carries

**4. DECLARATION OF PECUNIARY INTEREST**

**5. REPORTS**

- a. Alignment and Communication
  - a. Mixer Event (update/vote)  
**Action:** Kat to look into reasons for people to come i.e. food, prizes, not conflicting w store hours  
 Parking, Expansion, Sidewalk Sunday, Latenight Thursday topics for mixer  
 RSVP (if no responses, provide the above topic talking points) –  
 Morning mixer (9-11am on Tue)  
 Breakfast (potentially Lilly’s, library, call for BIA locale)
- b. Beautification and Signage
  - a. Hanging Baskets, Spring Decor (update)  
**Action:** Kat to follow up 1/17/23 with Dylan and set up an initial meeting about Spring flowers
  - b. Façade Program 2024 approval (vote)  
**Action:** Kat to remove limits for individual items and add that it must have beautification element  
 Cosmetic improvements including: awnings, signs, lighting, facade, windows/doors, not structure  
 issues unless it has clear beautification improvement  
 Deadline Sept 8<sup>th</sup>  
 Motion to accept proposed two changes: to remove limits and add deadline of Sept 8<sup>th</sup>  
 Moved by Nicole French  
 2nd: Bill Meridis  
 For: All  
 Against: None  
 Carries
- c. Expansion and Fulfillment (update)

- a. Expansion discussion – Steering Committee  
Participants: Nicole French, Kerri Thomson (Betterlife Chiropractic), Tammy Kapchis from Explorer’s Bistro (expressed interest in expansion); Jai from Splash Events; potentially Scott from Grounded, Louis from the new-build, and Kirk from Boathouse  
Committee creates document that allows new members to present to their land lord (personalized to landlord)  
**Action:** Kat to follow up w/ Boathouse (call on 1/17/23), and later Jai, Tammy, Scott
- d. 2024 Budget Overview for Council (update)
  - a. **Action:** Kat to be prepared to answer questions about administrative expenses  
Change Downtown Dollars to Event Sales and Promos  
Optional: Year over Year slide  
Further steps:
    - b. Events and Promotions:  
Kat to get into contact with Anytime fitness to see if they would give context for Hockey Day  
Kat to explore further merchandising options and subscription box (always a drive to determine other income streams)
    - c. Beautification:  
Kat to look into Spring art beautification initiative for downtown bollards  
Tall art décor that serves as a safety measure as well
  - e. Events and Promotions  
Social Media Quotes (vote)  
**Action:** Kat to attend meeting with Nicole and Chamber  
Moved by Nicole French  
2nd: Sarah Kestle  
For: All  
Against: None  
Carries

Motion to extend BIA meeting to 8:30 PM  
Moved by Nicole French  
2nd: Sarah Kenney  
For: All  
Against: None  
Carries

## **6. NEW BUSINESS**

- a. Events and Promotions
  - a. Traditional Promotion options (vote)
    - i. Hotel Directory (vote)  
**Action:** Kat to get further examples of interface and see if BIA can have a separate tab  
**Action:** Kat to follow up with Karen M from the town to see whether a BIA QR code can be placed on the same MAT QR code sign
    - ii. Summer Fun Guide Upgrade  
Favourable choice
    - iii. Curious Guide  
Favourable choice
    - iv. Further proposals by Board  
**Action:** Kat to ensure BIA has free listing in Experience Heart of Georgian Bay
  - b. Swag - CityScape (vote)  
**Action:** Kat to get a contract ensuring no other retailer (outside BIA) sells BIA merch  
Future action: research fulfillment company so that BIA doesn’t fulfill online merch orders
- b. Expansion and Fulfillment
  - a. ~~Vacancy Fulfillment (Win this Space, 0 Vacancy)~~  
POSTPONED until next BIA meeting

## **7. ADJOURNMENT – 8:27 PM**

### **NEXT BOARD MEETING:**

General: Tuesday, February 5<sup>th</sup> – 6:00pm | Chamber of Commerce, 208 King Street, Midland