



AGENDA

DOWNTOWN MIDLAND BIA BOARD MEETING

July 11th, 2023 – 6:00PM

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

Joannie Petroff
Roberta Douglas
Michael Sellwood
Megan Marchildon
Sarah Kenny
Nicole French
Bill Meridis

Attendance: P = Present; A = Absent

CALL TO ORDER - PM

1. ADOPTION OF MINUTES

- a. Motion to adopt the minutes dated June 6th, 2023
- b. Motion to accept Agenda dated July 11th, 2023
- c. Declaration of pecuniary interest

2. NEW AND GENERAL BUSINESS REQUIRING VOTE

- a. Presentation: Midland Today | News
- b. Office Move | Update and Next Steps
- c. Financials and New Employee Updates | Mike Sellwood
- d. New office building signage | Vote
- e. Town of Midland Butter Tart Festival Feedback | Membership poll to go out
- f. Cruise Ship Cruising Downtown evening (Budget | proposing car cruise night, buskers, sidewalk sales)
- g. Downtown Midland Farmers Market | Vote to initiate.

3. REPORTS and UPDATES

- a. Downtown Bench Staining | Bill Meridis
- b. Composition of deputations to be presented at future Town of Midland Council Meeting | Bill Meridis
- c. CTV2 & Bell Media advertising credit | Megan Marchildon
- d. Weightlifting Championship | Megan Marchildon
- e. Boat House DT Midland QR Code on tables
- f. Marketing Booklet/Rack Card for social events | Megan Marchildon
- g. Sandwich Board Refacing | Megan Marchildon
- h. Newsletter, Marketing and Member Feedback (ex. Street cleanliness, ground planters) – Nicole French
- i. Financial and Insurance Policy– Michael Sellwood
- j. Christmas in July | Sarah Kenny, Roberta Douglas
- k. Events (Fall?) – Roberta Douglas, Joannie Petroff
- l. Website, Mailchimp – Nicole French

4. ADJOURNMENT – Meeting adjourned at pm

NEXT BOARD MEETING:

August 1st, 2023 – 6:00pm | Chamber of Commerce, 208 King Street, Midland