**BIA Meeting Minutes**

*Tuesday, July 6th, 2021*

**Attendees:**

Members

* Christine Taylor
* Karen Shepherd
* Roberta Douglas
* Susan Canning
* Scott Campbell

Others

* Matthew Shepherd (minute-taker)
* Shelby Brown (BIA Ambassador)
* Matthew Erochko (BIA Summer Student)
* Jai Crouch (Splash Events)

**Absent:**

* Colin Pape
* Jon Main
* Tanya Sajan
* Paula Lynn Meridis

**Meeting Details:**

* 6:59pm

**Notes:**

* Scott Campbell
  + - Catherine Millward office space renewal came in
    - BIA board on board to renew lease for 5 years
    - Have Catherine correct unit number and numbers on contract
    - BIA needs to launch safety improvement program still > Sue looking for specs for camera (work with OPP) > Launch by August/September
* Events/Marketing
  + - * June 29th, 2021 meeting
  1. Budget
     1. 2021 - $1,500 for events, $3000 for Christmas campaign and for marketing Q #1 $1,500, Q #2 $4,000, Q #3 $3,000 & Q #4 $4,000.
     2. Full breakdown: [https://docs.google.com/spreadsheets/d/1n0OjgI9wLhwjyR6P1DZnqPavbRaFv-OP4R12fqMJgS4/edit#gid=0](https://docs.google.com/spreadsheets/d/1n0OjgI9wLhwjyR6P1DZnqPavbRaFv-OP4R12fqMJgS4/edit%2525252525252525252525252525252525252523gid=0)
     3. Update: $250 for shop local giveaway (downtown dollars)
  2. [ToDoOntario.com](http://ToDoOntario.com) e-listing renewal (400 Eleven)
     1. $310.75 for the year
     2. One visit came from our webpage listing, over to [downtownmidland.ca](http://downtownmidland.ca)
     3. Matt asked for page visits in the last year on our directory listing > still waiting to hear back
     4. Don’t renew
  3. Volunteers for Filming in July
     1. Looking for volunteers for 15-30 minutes of filming: senior couple, couple with a child (diversity)
     2. Date not set yet
     3. Storyboard of shots has been laid out, Matt will make a few minor adjustments to C Haus’ notes
     4. Jai and Christine will look for volunteers
     5. Ask CHaus for shooting date July 31st - August 1st, 2021 > Potentially August 7th - 8th
  4. Town of Midland Community Grant
     1. $10,000 for seasonal decorations
     2. What would we like to pursue with this grant? Jai will have it ready for the mid July meeting
  5. Banner Designs
     1. Winter banner update from Jai
     2. Matt, Christine and Jai like animated gingerbread, snowman, etc. designs
     3. Mock up by Matt. (2 double sided designs) going down both sides of the street
     4. Matt to touch up banner (brighten colours up), Jai to create some banner concept for Monday and present both concepts at the BIA meeting on Tuesday
     5. Christine sent design ideas and will talk about them and show the board on Tuesday
     6. Matt presenting designs to board to vote on via survey monkey in July
  6. Upcoming Events
     1. Shop Local Summer Giveaway
        1. July 1st to July 31st
        2. 37 Businesses participating
        3. $250 giveaway
        4. Purchase of 10$ + will be granted (1) ballot to enter
        5. In-store shopping only
        6. Will run $50 in paid social ads
        7. Everything is all set to go
     2. Scavenger Hunt
        1. Mid July to the end of August
        2. 6 locations have been selected and submitted
        3. The final signs and language are approved > currently being made and then shipped
        4. Shelby/Matt will be in charge of marketing
        5. Shoutout to the summer student Matt for finding all the locations in the BIA
     3. Farmers Market
        1. Happening every Sunday from 9am to 1pm at 526 Bay Street from now until October 10th
     4. Christmas on King
        1. Matt emailed Mike Patenaude at the jail regarding building the Santa hut > Mike wants the sizing before committing as the shop is very busy
        2. Santa Hut can’t fit in front of Neezhoday Park. Labx parking lot OR Church lawn would be a good alternative. Would fit the hut on a trailer
        3. Jai would like to propose moving the hut to 526 bay street
        4. Matt sent a letter to council for approval of the tree lighting on Wednesday, November 17th, 2021
        5. Jai, Garland? Buying a garland machine, will be able to make in house
        6. New tree
           1. Waiting to hear from Scott regarding his conversation with Nathan Pape for a new tree.
           2. Jai to talk with Zena Pendlebury > haven’t spoken with her yet (regarding moving tree)
           3. Reached out to tom at Summerville farms (can move tree in July and move to another place
           4. Current tree is 2 years old
           5. Town paid $10,000 for current tree, BIA can get one for cheaper
           6. Need 3 quotes for tree
        7. Tree farm
           1. Nicole to provide Jai with the contact info of the tree farmer. Partner with chamber of commerce for tree farm? Set up in 526 bay street?
           2. Jai spoke to Sarah at CLH and they’d be interested in selling and profits go to CLH (get an instruction package when purchasing)
           3. CLH could sell ornaments by local CLH
        8. Matt Erochko to take 360 photos with Jai to present visual of banners/garland and window painting decor
        9. Window painting (storybook and customizing designs to fit store offerings)
        10. Sponsor package will be ready mid July
  7. Past Events
     1. No past events
  8. Current Marketing
     1. Matt sent out Father’s Day e-blast to all subscribers on June 19th
     2. Shelby/Matt are currently working together to market the new parking. Employee parking pass is not available to purchase yet: <https://downtownmidland.ca/parking>
     3. Garbage bins are being relocated to king street shortly
     4. QR Code had 5 scans in the last 30 days (27 total) from the free parking signs
     5. Website page views in the last 30 days: 2,245 down by 331 from previous 30 days
     6. Social analytics in the last 30 days: <https://docs.google.com/spreadsheets/d/1O0KFupRBBW9rXJVqN7KNT-IMVSH5j2F7ms93YDH1kbc/edit?usp=sharing>
     7. 18 new email subscribers in the last 30 days, 4 unsubscribes, 8 subscribes from pop up, and 3,874 total (14+)
     8. No downtown dollars sold, although $95 has been received from [shopmidland.com](http://shopmidland.com) for $100 in sales from May 2021
     9. Shelby to put together poster for parking info to all bia members > Matt Erochko to hand out
* Jon Main
* No updates
* Property Vacancy Committee
  + - Georgian Health Foods is moving to 268 King Street in July 2021
* Façade Improvement
  + - Front Façade Improvement Program 2021 Approved – A Passion for Fashion Inc. approved for up to $1,284, MegaMindful Living approved for up to $2,477.50, 212 King Street approved for up to $1,124, Simply Country approved for up to $1,167, and Cashmere Blue approved for up to $1,888.25
    - $24,193.47 Budget - $7,940.75 approved
    - $9,193.47 left of 2020 budget & $2,874.87 carried over from leftover 2019 budget
    - Back Entrance Façade Improvement Program: Approved – Wake Wellness for $774 \* paid in 2019 \*, Indulge Boutique for $848.33 \* paid in 2020 \*, Midland Furniture for $1,000 \* paid in 2020 \*, Sheps for $867.90 \* paid in 2020 \*, and Taylor & Co. Clothiers for $779.07 \* paid in 2020 \*
    - Keep the back facade program going until August 2021
    - $20,000 Budget - $4,269.30 approved
    - $15,730.70 left of budget (minus digital grant and other construction expenses)
* Streetscape
  + - Hanging baskets are now up
    - Leaf blower and trimmer (battery operated) purchased for clean clean up of dirt and weeds
    - Matt to order a water backpack from Canadian Tire
    - Bike repair station will soon set up outside of the Midland Public Library near the bus stop
    - Curbex large ad bin (w/ map) will be moved back to its previous location outside the Midland Public Library near the bus stop
    - Curbex small ad bin will be moved back near its previous location > now on the side (not the front) of [ShopMidland.com](http://ShopMidland.com) on the corner of Hugel Avenue and King Street
    - Town of Midland Operations is currently looking for 3 stainless steel ashtrays (will replace if they can’t be found)
    - Matt waiting on e-service requests from the town:
      * Put out the bike repair station and 3 ashtrays
      * Put out the remaining benches
      * Fix the bulb burnt out, outside of Dino’s
      * Fix the light strands outside of the BIA office, Soldiers Skate Shop and Johnstone’s Music Land
      * Inquire regarding why the town is using the BIA’ property (benches and garbage bins) outside of the BIA area
    - IMPORTANT NOTE TO KEEP UNTIL RESOLVED: Matt asked the town about 2 large rounded garbage bins missing from the BIA area, currently 23 are in the BIA, which is number we had before the construction - but that included the 2 large rounded bins. 2 bins in the BIA are the town’s and the 2 rounded bins are not out Matt asked the town about 20 benches missing from the BIA. Currently 2 of the BIA’s benches are outside of the BIA. What is the town planning to do with them? The BIA would like an update < Matt asked Mitch, Dylan, Mayor Stewart, James, Carley and Pete from the Town of Midland
* Expansion
  + BIA would like to expand up to Yonge street for phase #1 and in the future phase #2 to 1st street and Midland Avenue, followed by expanding to fill the full boundaries of the current downtown area that is currently laid out by the town as the downtown area
  + BIA to work on steps 1-7 (complete in summer 2021)
  + Contact David, Jeremy, Andy Campbell and Tina once the BIA has gotten close to completing steps 1-7
  + Town currently has no plans to decorate the banners/lights/hanging baskets from Elizabeth to Yonge
    - Matt will begin working on the steps in August
* Treasury
* Town of Midland has started with a new audit company
* Michael Jeremy at the town advised Matt that the BIA may be potentially audited in the future > will be provided notice
* BIA Accountant Mike has left Brabant and Kretschmann > Account is currently handled by Christine Brabant until a new hire has been brought in
* King Street Rejuvenation
* Construction is complete
* Updates were sent out via email weekly and were posted on social media in June
* Matt has removed construction mention from social accounts
* BigDig.Info website and Instagram can be shut down this summer (transfer celebrate king street photos to [downtownmidland.ca](http://downtownmidland.ca)
* Matt to remove construction mention from the website

**Motions:**

Motion to accept the meeting minutes from June 1st, 2021

* + - 1st Sue
    - 2nd Roberta
    - For: All
    - Against: None
    - Carries

Motion to accept the July 6th, 2021 meeting agenda

* + - 1st Karen
    - 2nd Scott
    - For: All
    - Against: None
    - Carries

Motion to adjourn at 8:57pm

* + - 1st Karen
    - 2nd Sue
    - For: All
    - Against: None
    - Carries