**BIA Meeting Minutes**

*Tuesday, June 1st, 2021*

**Attendees:**

Members

* Scott Campbell
* Paula Lynn Meridis
* Tanya Sajan
* Christine Taylor
* Karen Shepherd
* Susan Canning
* Jon Main
* Roberta

Others

* Matthew Shepherd (minute-taker)
* Shelby Brown (BIA Ambassador)
* Roberta (Royal Tea)
* Lois Irvine (NSCFDC)
* Don Chapman (Terry Fox)
* Jai Crouch (Splash Events)
* Abigail Chapelle (Quest Art)
* Marlena (Bayshore Lanes)
* Isabel Brandt (Quest Art)
* Chantale Viens (Quest Art)
* Virginia Eichorn (Quest Art)
* Erin (Quest Art)

**Absent:**

* Colin Pape

**Meeting Details:**

* 7:42pm

**Notes:**

* Terry Fox Run (Don Chapman)
  + - Chairman on the Terry Fox Committee
    - Last year, made $87,000 (50% of revenue made online)
    - Goal is to ask for small amounts from a larger amount of people
    - Shirts > Sell t-shirt and march on and before the run day and at several venues
    - Cycle ride on July 3rd
    - Silent auction > looking for store donations
    - Sept 19th UnRun
    - Encouraged to gather/register a team > donate and gather donations
    - How you can help
    - Have Shelby email what Terry fox is looking for to BIA members
      * Secure and visible storefront (mid August to mid September)
      * Promote digital signage
      * Purchase shirts
      * Promote event calendar and add in newsletters
      * Offer auction items
      * Like/follow on social
      * Fundraise and donate funds
      * Kickoff on Rogers tv on Sept 19, 2021
* Quest Art (Virginia Eichhorn)
  + - Would like to partner and collaborate together
    - Available space program > create something to draw people in
    - Quest for sound > A quest for music (partner with Grounded Coffee) > Highlight local musicians and will advertise online
    - Meet the artist video series > Highlight local artists talents > intro to artists (first video just released). Would like to collaborate with businesses and film in local businesses around town
    - Mural program > working with Georgian Bay Secondary School students and Metis community members to create a mural to go up in Penetanguishene in 2022
    - Roberta asked if the students would be able to film some videos in some of the stores downtown? Virginia said that’s a possibility and would like to continue building a relationship
    - Staff
      * Chantale > Media marketing, film and photography
      * Isabel > Digital programming
      * Abigail > program coordinator
      * Erin > Digital programmer
* Digital Main Street
  + - Going door to door to take 360 photos this week
    - Currently in the last week for DMS 2.0
* Scott Campbell
  + - Parking Machine just went in today, will be set up and in effective in the summer.
    - Matt to order shirt for summer student > back says ‘New Parking Machines - Ask Me How To Use Them’ to promote
    - Town will be sending out a press release for the BIA to spread the word about new parking system
* Events/Marketing
  + - * May 25th, 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%252525252525252525252525252525252523gid=0)
  2. Video Production Hiring
     1. Matt would like to hire Collaborative Haus and book a time for July. As a member of the BIA with credible work, it makes the most sense to support a BIA member
  3. Summer Scavenger Hunt (Snapd)
     1. $1000 would be split 50/50 with Town of Midland ($1,000 each) in a partnership (run by Snapd)
     2. Detailed PDF sent out for review
     3. Virtual Scavenger Hunt > BIA’s and Chambers are doing it
     4. Signs and app provided by Snapd
     5. Do a different one monthly and run it from July to the end of September
     6. Prizes given away monthly (1 prize per person)
     7. What are the analytics?
     8. Board is on board to proceed, if the numbers in other cities are positive
  4. Downtown Dollars Giveaway (Alternative to Scavenger Hunt)
     1. Purchase ballot boxes and do a July giveaway to all in-store shoppers, any business can participate and we’ll give away $250 in downtown dollars
     2. In the past these in-store promotions have significantly boosted our newsletter subscriber list
     3. Board is on board to proceed
  5. Banner Grant
     1. Grant awarded to pay 30% of the costs ($957 by Rural) & ($2,233 by BIA). Pays for 58 Banners (29 Summer & 29 Winter)
     2. Come up with banner ideas for the next meeting
  6. Staycation Radio Spot Talking Points
     1. Radio station would like some talking points to highlight for the radio spots asap
     2. A few things to mention here: 40+ murals, 120+ businesses, renewal rejuvenated downtown with on street parking, mid street crosswalks, accessible friendly, and shop online at [downtownmidland.ca](http://downtownmidland.ca)
  7. Upcoming Events
     1. Farmers Market - Now happening every Sunday from 9am to 1pm at 526 Bay Street from now until October 10th
     2. Butter Tart Biking Trail > Scott noted to Nicole to advertise washrooms
     3. Canada Day > Doing a livestream concert from Little Lake (filmed in advance)
     4. Tugfest on August 20th/21st, 2021 (may be virtual) > Meeting with the committee soon to discuss
     5. Tall Ships returning in 2022
     6. Cruise ships returning in 2022 (2-3 of them) < subject to change
     7. Christmas On King
        1. Tree Lighting > Tentatively Wednesday, November 17th, 2021 (Matt to send letter to town council)
        2. BIA would like to reach out to replace the evergreen tree > board would like to purchase and replace the tree with beautiful tree (Talk to operations to move forward) > Scott to email Nathan Papa for quote
        3. Keep the tree lighting separate from Santa Claus Parade
        4. Jai to look into garland prices to order
        5. Nicole to ask the town if Splash Events could assist with decorating, would they need to be on the town’s contract list?
        6. Decorate November 1st, keep all the lights turned off and communicate to the public via social media/news blast to clarify our plan and that we’re respecting remembrance day
        7. Buskers for Christmas weekends November-December (Nicole can handle that)
        8. Waiting to hear from Town of Midland & Tourism Simcoe County for grant funding
        9. Christmas Grotto > Send letter to Town of Midland to close an area with what we’d like to do (Have Santa come out every Saturday?) << Nicole to reach out for someone to build a hut < Nicole reaching out to Home Hardware to donate/build a Santa Hut
  8. Past Events
     1. Farmers Market - Matt attended around noon on Sunday and it was very busy and great to see
  9. Current Marketing
     1. Shelby to ask Stores for Father’s day shoutout or offerings > compile and send out in an e-blast to all subscribers via mailchimp
     2. Summer student will be doing Instagram stories 2 a day starting June 1st, 2021
     3. Shelby will now be sending out monthly blasts featuring new businesses, upcoming events, news in the downtown, featured photo, etc.
     4. Shelby will be drafting emails to build out welcome flows for all 3 email lists (shop local membership, main list and BIA members) > Matt will review, proof and assist with the process
     5. $50 in e-downtown dollars sold in April and $725 physical dollars sold to the Town of Midland
     6. 12 new email subscribers in the last 30 days, 6 unsubscribes, 5 subscribes from pop up, and 3,859 total (1+)
     7. QR Code > 3 scans on free parking signs downtown in the last 30 days and 1 scan on new map on First Street (someone smashed the glass on all the bins, so they’ll be taken away for 2 weeks)
     8. Website page views in the last 30 days: 2,576 up by 103 from previous 30 days
     9. Shelby compiling stats for social media for BIA monthly meeting (report will be sent out to committee members)
     10. Can tap into RT07 grant for videographer fit the county says no
  10. Brainstorming
      1. Jon asked if the Rotary Club has anything planned in mind
* Jon Main
* Public Art Project > Moving forward for completion in the Fall
* Karen Mealing is reviewing all the murals downtown to see if any need to be touched up, saved, etc.
* New hires at the Town of Midland > Will be working on Love Your Laneways
* Property Vacancy Committee
  + - G-Bay Bait and Tackle opened at 485 Bay Street
    - 266 King Street has sold (Marina’s Veils n Tails)
    - Zanca Restaurant will be open on June 15th, 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 will arrive and go up this week or the following
    - Paula looking on Thursday to see if they’re ready to hang up
    - Summer Student (Matt) will hang up the baskets and has taken ladder training course
    - Matt sent e-service requests to the town to do the following:
      * 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
  + Expansion Meeting - May 12th, 2021 (Tina, David, Michael, Kai, Christine, Scott, Jon and Matt)
  + 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 by July 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 June/July month
* Treasury
* Financial report signed by Scott for summary copies were distributed to Scott, Tanya and the BIA
* King Street Rejuvenation
* Phase #3 of the construction project has approximately 1-2 weeks remaining with flowers going in this week, Neezhoday Park brick work being completed and a few minor finishing touches
* Updates will continue to be sent out via email weekly and will be posted on social media
* BigDig.Info website and Instagram can be shut down this summer (transfer celebrate king street photos to downtownmidland.ca

**Motions:**

Motion to accept the meeting minutes from May 4th, 2021

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

Motion to accept the June 1st, 2021 meeting agenda

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

Motion to adjourn at pm

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