



AGENDA

DOWNTOWN MIDLAND BIA BOARD MEETING

June 6, 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 May 2, 2023
- b. Motion to accept Agenda dated June 6, 2023
- c. Declaration of pecuniary interest

2. NEW AND GENERAL BUSINESS REQUIRING VOTE

- a. Presentation: Don Chapman | 2023 Terry Fox Run
- b. Presentation: John French | Brookside Music Festival
- c. Request to loan sound equipment to Midland Library for Movie nights throughout summer located at Little Lake Park
- d. Manager Position interview results and hiring
- e. Social Media contract - direction | future planning
- f. Installation of Butter Tart and Pride Banners between Elizabeth and Yonge Street
- g. Installation of extra summer baskets | 4 extra (options: empty ground planters, upper block between Elizabeth and Yonge)
- h. June Commitments & Communications | Pride (Downtown participation and directive)
- i. Composition of deputations to be presented at future Town of Midland Council Meeting
 - Traffic Light adjustment for safe pedestrian crossing
 - Parking Signage (lots and metered spaces)
- j. Marketing Booklet/Rack Card for social events (Canadian Masters Championships July 15-16 | 200 attendees over age 30, Movie nights at Little Lake, Sidewalk Sunday, Cruise ship nights etc.)
- k. Sandwich Board Refacing
- l. New office building signage
- m. Cruise Ship evenings (Budget | proposing car cruise night, buskers, sidewalk sales)
- n. CTV2 & Bell Media advertising credit
- o. Open discussion of Board Members (future planning)

3. REPORTS and UPDATES

- a. Summer Flower Baskets – Joannie Petroff
- b. Parking System & Town of Midland Correspondence – Joannie Petroff

- c. Sidewalk Sunday Feedback – Megan Marchildon & Nicole French
- d. Newsletter, Marketing and Member Feedback (ex. Street cleanliness, ground planters) – Nicole French
- e. Scram – Sarah Kenney
- f. Town of Midland Butter Tart Sponsorship parameters as highlighted by local businesses – Joannie Petroff
- g. Student Job Search – Interview configuration/team
- h. Financial and Insurance Policy– Michael Sellwood
- i. BIA Office Move – Joannie Petroff
- j. Events (Fall?) – Roberta Douglas, Joannie Petroff
- k. Website, Mailchimp – Nicole French

4. ADJOURNMENT – Meeting adjourned at pm

NEXT BOARD MEETING:

July 4, 2023 – 6:00pm | Chamber of Commerce, 208 King Street, Midland