



AGENDA

DOWNTOWN MIDLAND BIA BOARD MEETING

March 5th, 2024 – 6:00PM

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

Attendance: P = Present; A = Absent

Nicole French		Bill Meridis		Katarina Knezevic	
Michael Sellwood		Roberta Douglas		Sarah Kestle	
Megan Marchildon		Sarah Kenny			

CALL TO ORDER – PM

ADOPTION OF MINUTES

Motion to adopt the minutes dated February 6th, 2024

APPROVAL OF AGENDA

Motion to accept agenda dated March 5th, 2024

DECLARATION OF PECUNIARY INTEREST

REPORTS

1. Website
 - a. Chaus (vendor) contract disclosure (update)
2. Amenities and Security
 - a. Safety Resource Toolkit (update)
3. Beautification and Signage
 - a. Façade Application – Let Me Be Frank (vote)
 - b. Patio Planter initiative (vote)
 - c. Hanging Baskets (update)
 - d. Spring Decor (update)
 - e. Mural Restoration (update)
4. Finance/Administrative
 - a. Opening High Interest Dual Signature Savings Account (vote)
 - b. CRA Authorization (update)
5. Expansion and Fulfillment (update)
6. Communication and Alignment
 - a. OMAFRA Business Retention and Expansion program (vote)
7. Events and Promotions
 - a. March Break Promo (update)
 - b. Easter Event (vote)
 - c. Second ButterTart Festival Day (discussion)
 - d. Window decorating contest (vote)

ADJOURNMENT – PM

NEXT BOARD MEETING:

General: Tuesday, April 2nd – 6:00pm | Chamber of Commerce, 208 King Street, Midland