



**MEETING MINUTES**

**DOWNTOWN MIDLAND BIA BOARD MEETING**

February 6<sup>th</sup>, 2024 – 6:00PM

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

Attendance: P = Present; A = Absent

Nicole French	P	Bill Meridis	P	Katarina Knezevic	P
Michael Sellwood	P	Roberta Douglas	P	Sarah Kestle	P
Megan Marchildon	A	Sarah Kenney	P		

**1. CALL TO ORDER – 6:05 PM**

**2. ADOPTION OF MINUTES**

Motion to adopt the minutes dated January 16<sup>th</sup>, 2024

Moved by: Nicole French

Second: Sarah Kestle

For: All

Against: None

Carries

**3. APPROVAL OF AGENDA**

Motion to accept agenda dated February 6<sup>th</sup>, 2024

Moved by: Nicole French

Second: Sarah Kestle

For: All

Against: None

Carries

**4. DECLARATION OF PECUNIARY INTEREST**

Nicole French has a conflict in regards to Social Media discussion.

Michael Sellwood has a conflict of interest in regards to Social Media discussion.

They will refrain from making any comments and voting on point (5)(d)(c.)

**5. REPORTS**

a. Finance/Administrative

a. 2024 Budget Overview for Council (update)

**ACTION:** Kat to make laminated posters to put on the parking machines after receiving confirmation from the town on when they will pull them.

**ACTION:** Kat to come up with communication with Nicole with positive reasoning.

b. 2023 Financials – Michael Sellwood

Certain accounts to be reconciled will lead to potentially higher surplus; Mike S to confirm once 2022 CRA files are available online.

**ACTION:** Kat to add vote for next agenda for the interest of the opening of High Interest Dual Signature Savings Account.

**ACTION:** If Karen Mealing is looking for interested property owners willing to have new mural up, we can direct her to Bill Meridis and take a further poll for other interested owners.

c. Final Vacation/Time Away (update)

Kat to be away the week of April 29<sup>th</sup>-May 3<sup>rd</sup>

b. Beautification and Signage

- a. Hanging Baskets (update)
  - i. **ACTION:** Kat to email Dylan Flannery, Director of Operations at the Town, to ask him about hanging flower baskets contract as he had mentioned at the budget meeting that there were 'revisions to the numbers'. We are missing the chance at affordable flowers as a BIA and need to know if the number difference was substantial (budget related) or contractual (number of years, % breakdown over time, etc).
- b. Spring Decor (update)
  - i. **ACTION:** Banner change-over to take place first week of April/end of March.
  - ii. **ACTION:** Kat to get quotes on corrugated plastic for bollards, in colours matching banners.
  - iii. **ACTION:** Kat to look into tulip displays (window boxes) for BIA members.
  - iv. **ACTION:** Kat to look into other beautification possibilities (fabric across street or umbrellas in side streets).  
**ACTION:** Kat to schedule Beautification meeting.
- c. Expansion and Fulfillment (update)
  - a. Member Booklet – approval
    - i. **ACTION:** Kat to make edits proposed by Nicole French in their meeting last week.
  - b. Steering Committee – next steps
    - i. **ACTION:** Kat to send out Newsletter for parking committee (propose initial meeting for Wednesday afternoon at 4PM).
- d. Events and Promotions
  - a. Hotel Advertising (update)  
Move forward with the reduced \$1K price for advertising Downtown Midland (with our own specific tab in 3 of the hotels) in 5 Midland hotels.
  - b. March Break Promo (update)  
**ACTION:** Kat to put email together for wider community and BIA membership; Kat to see if stores want to donate to the prize pack for adults, as kids will be getting goodie bags.
  - c. Social Media Quotes (vote)  
3 quotes were presented with varying degrees of service. Board discussed all options, favourable to the option that provided most amount of service, priced at \$450 (at-cost). This was the middle-priced option. Collaborate Haus Marketing is within the BIA and is passionate about our local businesses, providing its own creative content, high-quality service, and a discounted price.
    - i. Motion to select CHaus Marketing to manage the BIAs social media.  
Moved by: Sarah Kestle  
Second: Roberta  
For: All (Sarah Kestle, Sarah Kenney, Roberta Douglas, Bill Meridis, as Nicole F and Mike S refrained from this discussion).  
Against: None
  - d. Bike Lending Program  
Not able to help develop a community program at this time, but are willing to look into tourism initiatives in 2025 which generate income for the BIA to cover its operating costs.

Motion to extend meeting from the allotted by-law 8PM close to 8:30PM.

Moved by: Nicole French

Second: Sarah Kestle

For: All

Against: None

Carries

## **NEW BUSINESS**

- a. Expansion and Fulfillment
  - a. Vacancy Fulfillment (Win this Space, 0 Vacancy)  
Discussion about the possibility of the BIA aiding commercial properties for rent to find optimal tenants (economic development initiatives). Nicole F is also interested in properties that aren't rentable but to help beautify the buildings.  
**ACTION:** Nicole to learn about Veils and Tails.

## **ADJOURNMENT – 8:08 PM**

NEXT BOARD MEETING:

General: Tuesday, March 5<sup>th</sup> – 6:00pm | Chamber of Commerce, 208 King Street, Midland