



Meeting Minutes

DOWNTOWN MIDLAND BIA BOARD MEETING

September 3rd, 2024 – 6:00PM

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

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

CALL TO ORDER – 6:01 PM

6:00PM

ADOPTION OF MINUTES

Motion to adopt the minutes dated August 6th, 2024
Moved by: Megan Marchildon
2nd: Michael Sellwood
For: all
Against: none

APPROVAL OF AGENDA

New Business: Hands on Deck - Call help for volunteers for physical beautification help

Motion to adopt the agenda dated Sep 3rd, 2024 with new business
Moved by: Michael Sellwood
2nd: Sarah Kestle
For: all
Against: none

DECLARATION OF PECUNIARY INTEREST

Facade Application Discussions - Bill M. and Michel S. to abstain from voting on Facade application

REPORTS

1. 2025 Major Projects
 - a. Beautification & Signage (vote)
 - i. Patio Program
 - ii. Façade

Motion to vote on major projects:
1) Facade Program
2) Patio Program including cohesive BIA seating Downtown
Moved by: Michael Sellwood
2nd: Sarah Kenney
For: four
Against: one

- b. Amenities & Security (vote)
 - i. Cameras
 - ii. Accessibility Advocacy/Facilitation
 - iii. Security Personnel
 - iv. Side Street Amenities

Motion to vote on major projects:
1) Security Personnel (helping Town coordinate/fund downtown security)
2) Cameras (helping Town coordinate/fund downtown security)

Moved by: Megan Marchildon

2nd: Sarah Kenney

For: all

Against: none

- c. Expansion & Fulfillment (vote)
 - i. Boundary Expansion
 - ii. Vacant Building Management – Beautification, Advocacy

Motion to vote on major projects:

1) Boundary Expansion

2) Vacant Building Management – Beautification, Advocacy

Moved by: Nicole French

2nd: Michael Sellwood

For: all

Against: none

- d. Alignment & Communication (vote)
 - i. Online Forum (internal website and Facebook)
 - ii. Town Relations

Motion to vote on major projects:

1) Online BIA Internal Communication

2) Town Relations

Moved by: Nicole French

2nd: Megan Marchildon

For: all

Against: none

- e. Events & Promotion (vote)
 - i. Traditional Media
 - ii. Sponsorships VS Events, including Car Show
 - iii. Social Influencers

Motion to vote on major projects:

1) Traditional Media

2) Social Media - Tourism Influencers

Moved by: Michael Sellwood

2nd: Nicole French

For: all

Against: none

2. Finance and Administration

- a. Town Relations (update)
BIA working with Town Executive Director, Community and Growth, to execute all major projects
- b. Grant (update)
Aspects of grant can be realized even if some cannot due to timing (2024 deadline)

3. Beautification and Signage

- a. Façade Application – Let Me Be Frank (vote)
Moved by: Nicole French
2nd: Sarah Kenney
For: all
Against: none
- b. Art Installations (update)
GBAY lights are in storage until deputation is made to amend signage By-Law
- c. Dominion Avenue (update)
In 2026, all of Dominion Ave. will be dug up and cleaned.
- d. Beautification Committee Chat
Seasonal changeover - Corn Stalks, Bollards - Volunteers called to help for Sept 23rd at 9:30am

Motion to Extend Meeting to 8:30 PM.

Moved by: Nicole French

2nd: Megan Marchildon

For: all

Against: none

4. Expansion and Fulfillment

- a. Vacancy Beautification (update from Vacancy Committee)
Currently working with property owners of vacant buildings to speak about clean up
Owners are eligible for Facade Program, and can apply to use this towards facade improvements

5. Amenities and Security

- a. Speaker System (update)
Will be installed by end of 2024, cash flow (advance grant deposits and Town levy) determines timing
- b. OPP Follow Up (update)
Working with Town for further camera and lighting funding, BIA to coordinate to establish next steps

ADJOURNMENT – 8:22 PM

NEXT BOARD MEETING:

Annual General Meeting: Tuesday, September 17th – 6:00pm | Boathouse Eatery, 177 King St, Midland, ON