



## MINUTES

**Tuesday April 7, 2026**

Downtown Midland BIA

6:00 PM

208 King Street Midland, ON

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**PRESENT:** Nicole French  
Mike Sellwood  
Jaz Patel  
Sarah Kenney  
Wes Hains  
Megan Marchildon  
Paula Lynn

**REGRETS:** Roberta Douglas

1. Call to Order & Opening Remarks - **6:04pm**

a. Approval of Agenda

**Megan Marchildon requested Patios be added to the agenda.**

**MOTION to adjust agenda to include a discussion on Patio Program details.**

**Moved by Mike Sellwood  
Seconded by Megan Marchildon  
Carried.**

**MOTION to approve agenda.**

**Moved by Wes Hains  
Seconded by Mike Sellwood  
Carried.**

b. Declaration of Conflict of Interest - **Nicole French declared a conflict of interest regarding the ShopMidland Invoice**



2. Approval of March Meeting Minutes

**MOTION to approve March meeting minutes**

**Moved by Mike Sellwood  
Seconded by Wes Hains  
Carried.**

3. Farewell to Bill Meridis and Introduction of Jaz Patel

**\*ACTION\* Update website to reflect Bill's resignation from the board and add Jaz Patel to the list of directors.**

4. Canada Summer Jobs Grant - Two Students

**\*ACTION\* Two job postings, Marketing Coordinator and Events Coordinator.**

5. New Boom Truck Purchase

6. Waypoint Team Update

**We'll be saying goodbye to two staff and holding interviews for two new people to start between May 21st - 25th.**

**\*ACTION\* Write reference letter for the staff that are leaving and purchase a gift thanking them for their commitment to the BIA.**

**\*ACTION\* Nicole to reach out to Waypoint regarding our contract and discuss upcoming deputations with the town.**

6b. Patio Program

**\*ACTION\* Liaison with a town for a joint patio application.**

**\*ACTION\* Set the BIA Patio standards and rules.**

7. Communications & Alignment

a. Newsletter & Content

**\*ACTION\* Nicole to add personal CC details into Mailchimp to push newsletter.**

**\*ACTION\* Paula to create newsletter.**



- b. Social Media
- c. ShopMidland Package

**Discussion regarding benefits of ShopMidland services.**

**MOTION to approve payment to ShopMidland with request for presentation and reporting for an upcoming meeting.**

**Moved by Megan Marchildon  
Seconded by Mike Sellwood  
Carried.**

**Nicole French refrained from voting due to conflict.**

- d. Town Workback schedule
- e. Midland Today Advertisement

- 8. Beautification & Signage
  - a. County of Simcoe Grant
  - b. Bollards & Banners
  - c. Flowers - baskets & beds

**Discussion around beautification initiatives and available budgets.**

**MOTION to extend meeting to 8:30pm**

**Moved by Mike Sellwood  
Seconded by Megan Marchildon  
Carried.**

**Continued discussion regarding Celebrate Water with a proposed motion.**

**MOTION to purchase 16 anchor lights, 27 banners, and 80 bollard covers.**

**Moved by Megan Marchildon  
Seconded by Mike Sellwood  
Carried.**

**MOTION to purchase two sets of bollard covers for spring & winter approximately \$5,000 per set.**

**Moved by Megan Marchildon  
Seconded by Mike Sellwood  
Carried.**



9. Amenities & Security

- a. Cigarette Disposal Units

**\*ACTION\* Paula to source cigarette disposal units.**

- b. Garbage Cans
- c. Garbage Disposal
- d. Recycling
- e. Lightpoles

**\*ACTION\* Discuss all of the above with the town. Meeting scheduled.**

10. Promotion & Events

- a. New car show / sidewalk sale
- b. Women's weekend?
- c. Holiday event?

11. Expansion & Fulfillment

12. Other

- a. Visa Card - **Mike to have new card delivered again.**
- b. Final Report for Enhancement Fund - **Paula working on this. Needs input and support.**
- c. Facade Program - **Need to review Bait Shop Application**

13. Q&A

14. Municipal Updates

15. Adjournment

**MOTION to Adjourn - 8:32pm**

**Moved by Sarah Kenney  
Seconded by Mike Sellwood  
Carried.**

**NEXT MEETING:**

**Board Meeting - Tuesday May 5th, 6:00pm @ Chamber**