MINUTES
Wednesday August 5, 2026

Downtown Midland BIA
6:00 PM
208 King Street Midland, ON

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

REGRETS: N/A

GUESTS: Alison (Honeymoon Express), Bill Meridis (Property Owner & Councilor), Tabitha (Gathered & Made)

Call to Order & Opening Remarks - **6:11pm**

Adoption of July Meeting Minutes

MOTION to adopt July 2026 meeting minutes

Moved by Mike Sellwood
Seconded by Wes Hains
Carried.

Approval of Agenda

MOTION to add Communications & Admin Position to agenda and approve agenda

Moved by Mike Sellwood
Seconded by Wes Hains
Carried.

Declaration of Conflict of Interest **- None declared**

1. Promotions and Events
    a. Downtown Dialogue - **Summer students time at the BIA comes to a close mid-August**
    b. Monster march date **- Halloween Saturday 11am - 1:00pm**
    c. Car show - **Concern over limited advertising of event**
    d. Walk and Dock
    e. Holiday event - **November 27th & 28th**

2. Beautification and Signage
    a. Side street beautification - **HOLD - See town constructions plans. Request BIA input to Dominion Street improvements.**
    b. Benches
    c. Anchors

    Wes Hains created a MOTION to approve a $25,000 budget to re-string the snowflake lights in softlights and to order 5 more anchor lights.

    Moved by Nicole French
    Seconded by Mike Sellwood
    Carried.

    d. Fall decor/event?

3. Finance and Administration
    a. By laws discussion
    b. Student extension for DD
    c. Student extension for 2 weeks? **- Board agreed and discussed that this already fits within budget**
    d. Communications & Admin Manager

    Nicole French created a MOTION to approve an equal budget to the Operations Manager position for the new Communications & Admin Manager position.

    Moved by Wes Hains
    Seconded by Mike Sellwood
    Carried.

4. Amenities and Security
    a. Lighting at the office (outside)
    b. Speaker and music selection Apple music/Spotify
    c. Office equipment

Wes Hains created a MOTION to approve a $6,000 budget for office infrastructure and equipment.

Moved by Sarah Kenney
Seconded by Mike Sellwood
Carried.

d. Main street Metrics data package

5. Expansion and Fulfillment
   a. Façade Program Discussion further discussion and new application
   b. Vacancy and Beautification Discussion
   c. Expansion Discussion

Adjournment

MOTION to Adjourn - 8:04pm

Moved by Jaz Patel
Seconded by Mike Sellwood
Carried.

NEXT MEETING:
Board Meeting - Tuesday September 1st, 6:00pm @ Chamber