

**DOWNTOWN MIDLAND BIA**  
**Minutes of the meeting held Wednesday, October 6, 2022**

The Oct 6, 2022 meeting was held at the Midland Chamber of Commerce located at 208 King Street, Midland.

The Chair called the meeting to order at 6:02pm and moved to roll call.

Attended: Chair Joannie Petroff, Michael Sellwood, Geoff White, Roberta Douglas, Megan Marchildon, Sarah Kenny, Lindsay Stewart

Staff: Chris Wilkie

Town Council Representative: Jon Main

Non Board member: Lori Bier

Regrets: Susan Canning, Nicole French, Bill Merids

**1. ADOPTION OF MINUTES**

(a) Approval of Minutes dated Tuesday, Sep 6, 2022

The above minutes were approved with the following motion:

**Moved by: Michael Sellwood**

**Seconded by: Geoff White**

MOTION: That the minutes be approved.

**Carried**

(b) Approval of agenda

The agenda was approved with the following motion:

**Moved by: Michael Sellwood**

**Seconded by: Geoff White**

MOTION: That the Oct 6, 2022 agenda be approved.

**Carried**

(c) Declaration of Pecuniary Interest

No conflicts of interest were declared.

**2. NEW AND GENERAL BUSINESS**

(a) OBIAA Governance Training

Tentative training date is November 8, 2022. Discussion was had whether training should be held at 10am or 5pm. It was determined that 5pm would be the most convenient and beneficial time to hold training. Geoff graciously offered his AirBnB for our guests if they decide to stay overnight.

(b) 2023 Budget Review

The prepared budget was well received. Michael dropped off the budget to the town. No one has heard back from them yet.

(c) Street Maintenance and upkeep

The upkeep of the street has been a challenge. Many locations are not picking up garbage in front of their locations. It was recognized that there is a need for more garbage cans along the street. Michael suggested that we start a program to have local residents pick up garbage who would be compensated for their time with Downtown Dollars. More thought will need to be put into this idea.

It is our understanding that we are responsible for the planting and maintenance of the street plants and baskets. Discussion was had regarding connecting with the Horticultural Society and Mary Jane Howett at the town to come up with a plan for the spring.

(d) BIA Area Expansion and Auxiliary membership

A business north of Elizabeth Street is interested in joining the BIA in an Associate Membership role. Geoff will reach out to confirm.

### **3. REPORTS**

(a) BIA Board Insurance - Geoff has forwarded information to Mike. No further update at this time.

(b) SCRAM Program - Geoff White

Geoff is waiting for 2-3 building owners to reply to give their consent to have a camera installed, 17 owners have confirmed. Huronia Alarms will contact building owners directly to commence installation. Huronia Alarms is aware of the budget per camera and will not go over that budget. 2nd phase will be to contact building/shop owners who already have video cameras to see if they are interested in participating in the program. The map will be updated with these new additions.

3rd phase - Geoff will create a flyer for business owners, "If you see something, say something". This flyer will have all the correct contact information regarding who to call for what kind of incident. If more incidents are reported, it is more likely OPP will increase patrol in the downtown area.

Sarah volunteered to help Geoff with this undertaking.

The OPP are aware of our issues and concerns and plan to increase patrol on foot.

A slack channel will be created to keep all known incidents together and the OPP will be invited to be a part of that channel.

Michael will add some of the budget towards Safety and Security.

The board was made aware of a recent incident with a shop owner who was threatened. A social media post will be done to advertise that everyone is welcome in downtown Midland. A card will be dropped off from the BIA to the shop owner. BIA members will pop in to the store to introduce themselves and show support.

(c) Financial - Michael Sellwood

Michael highly suggests that we revamp the Downtown Dollars to add more security such as serial numbers. He will make some room in the budget to have this done.

The banking has finally been switched over thanks to Joanie. Michael will get the online banking set up next week so he can take a further look at the finances. Michael is also trying to get online access to CRA and is working on getting quickbooks for free.

A slack channel has been created to share financial information. The bank account currently has approximately \$150,000.

The publication, "Look Local" will be featuring Midland in their next issue. Discussion was had whether to run an advertisement in the next edition.

Advertising in the Look Local magazine was approved with the following motion:

**Moved by - Michael Sellwood**

**Seconded by - Geoff White**

MOTION - That the board run an advertisement in the next publication of Look Local. **Carried**

(d) Collaboration with Quest Art School - Joanie Petroff

A meeting will be held Tuesday, Oct 11, 2022 .

(e) Events Committee - Roberta Douglas

Update from Chris W - Fall in Love is going great. Lots of ballots are being collected. The number of entries has been increasing each week.

Planning has been underway for the holiday season, "A Christmas Story". The events committee will be sending a letter out to local schools, choir groups, sports and community organizations, etc to see if anyone is interested in participating to create community engagement.

The tree lighting is scheduled for for Nov 25, 2022 from 5-7pm. King Street will be closed from Elizabeth St to Hugel Ave for the event. There will be free hot chocolate, music, festive activities and Santa. This event will be the first of the Late Night Friday Shopping in Downtown Midland which will continue every Friday until Dec 23, 2022.

#### 4. ADJOURNMENT

The meeting was adjourned with the following motion:

**Moved by - Michael Sellwood**

**Seconded by - Geoff White**

MOTION - That the meeting be adjourned at 8:15pm.

Next meeting to be held Tuesday, Nov 1, 2022