**BIA Meeting Minutes**

*Tuesday, April 6th, 2021*

**Attendees:**

* Matthew Shepherd (minute-taker)
* Scott Campbell
* Christine Taylor
* Jon Main
* Geoff White
* Jaime Crouch
* Janice Marchildon
* Karen Shepherd
* Susan Canning

**Absent:**

* Paula Lynn Meridis
* Tanya Sajan
* Colin Pape

**Meeting Details:**

* 6:43pm

**Notes:**

* Annual General Meeting (AGM)
  + - Tuesday, June 1st, 2021 via Zoom
    - Matt to make social post about it & add to event agenda/e-blast
* Digital Main Street
  + - Took 360 Photos:
      * Nancy @ A Passion for Fashion (asked a few questions about Facebook while I was there)
      * Michelle @ Twist Yarn Co. (sent her some info about Pointy and Google ads after our meeting)
    - ShopHERE new applicant - MegaMindful Living
    - Received extra funding for GRANT
      * Panache Spa & Hair Salon (grant funds distributed on April 3rd)
      * 16 BIA businesses TOTAL completed the video training
    - Researching for content for Social Media takeover the week of April 12th (changing it to reflect the shutdown so it's more applicable)
    - + Any business/hours updates
    - New Mexican Restaurant signed up for digital main street
* Scott Campbell
  + - Tree dedications > town used to do it, but the BIA could take it over and charge $250+. Would require maintenance and ordering a custom sign. BIA could bring in some extra revenue. Jon Main is interested in researched more information and will bring it to the next meeting for a vote
    - 2 businesses Mane Event & Stephanie McFadden are closing on Bay Street (beside our associate member - Edward Jones)
    - With the AGM approaching in 2 months, Scott would like the board members to think about someone new stepping into the Chairman position if anyone is interested
* Events/Marketing
  + - * March 31st, 2021 meeting
  1. Budget
     1. 2021 - $1,500 for events, $3000 for Christmas campaign and for marketing Q #1 $1,500, Q #2 $4,000, Q #3 $3,000 & Q #4 $4,000.
     2. Full breakdown: [https://docs.google.com/spreadsheets/d/1n0OjgI9wLhwjyR6P1DZnqPavbRaFv-OP4R12fqMJgS4/edit#gid=0](https://docs.google.com/spreadsheets/d/1n0OjgI9wLhwjyR6P1DZnqPavbRaFv-OP4R12fqMJgS4/edit%25252525252525252525252523gid=0)
  2. Promo Goals
     1. Goals listed for each promotion: [https://docs.google.com/spreadsheets/d/1n0OjgI9wLhwjyR6P1DZnqPavbRaFv-OP4R12fqMJgS4/edit#gid=0](https://docs.google.com/spreadsheets/d/1n0OjgI9wLhwjyR6P1DZnqPavbRaFv-OP4R12fqMJgS4/edit%25252525252525252523gid=0)
  3. Upcoming Events
     1. Do we need to start a committee (Christine asked)? Group is on board for separate meeting to only discuss ‘Christmas On King’ in the middle of every month \*\* Meet during the 2nd week of April on the 14th (Wednesday) \*\*
     2. Christmas on King
        1. Applied to County of Simcoe Grant: $2,000 for window painting continued in Nov/Dec \* grant is 50/50 - BIA matches funds \*
        2. Applied to Town of Midland Community Grant: $10,000 for seasonal decor
        3. Town of Midland provided a letter of support for county of Simcoe grant > will contribute $2,000-$3,000 for tree lighting
        4. Christine Ideas: x-mas trees, multiple events, buskers, lights, Santa Claus, tree lighting
        5. Road closure > during tree lighting
     3. Canada Day Reverse Parade (10am to 5pm) in Little Lake Park > visuals, buskers, etc.
     4. Tugfest on August 20th/21st, 2021 (may be virtual)
     5. Tall Ships returning in 2022
     6. Cruise ships returning in 2022 (2-3 of them)
     7. BIA to work together with town to join in on midland night market
     8. Buskers grants available > Matt to apply: <https://www.ontariomusicians.com/>
     9. Farmers Market > Roberta joined the committee (Scott sent email regarding moving the market to King Street)
     10. BT Festival will be virtual with a live streamed contest
  4. Past Events
     1. I <3 Local Giveaway in February > 2 entries (Winner was contacted and sent winnings)
  5. Current Marketing
     1. Finished partnership set up with [MidlandToday.ca](http://MidlandToday.ca)
     2. Signed up for Summer Staycation Radio Content with Heart of Georgian Bay and Corus Entertainment (June-August promo) to push downtown shopping and new downtown > $125 and $50 in downtown dollars
     3. Applied to County of Simcoe Grant: $1,977.50 for video/photo production (max) > total cost will be around $3,955 for 2 minute introduction video, 2 x 15 second teasers and 30+ photos (drone shots too). A storyboard will be written and the video can tie in scenic shots and appearances of bia members/business owners \* grant is 50/50 - BIA matches funds \*
     4. Applied to County of Simcoe Grant: $1,000 for social media marketing ($500 for youtube and $500 for FB/Instagram) to boost video and photos from production company from July-December \* grant is 50/50 - BIA matches funds \*
     5. Website pop up set up in March has gathered 11 new subscribers
     6. QR Code has received 18 scans (website visits) since Feb 13th, 2021
     7. Website page views in the last 30 days: 3,701 up by 2,313 from previous 30 days << Social marketing is working & job posting was a factor
     8. Downtown dollars are now for sale digitally after 3 years
     9. BIA was featured in the Midland Mirror on the front page in March
     10. Christine’s digital comment regarding a social media post > Received engagement and saves time making a post like that. Posting digital looking content for digital marketing and mixing it up with real photos is a good strategy if the data proves to see results (engagement and website visits - which that post in particular did)
     11. Shelby compiled stats for social media (report sent out to committee members)
     12. Ask Kevin Hair for video production quote
     13. Matt told Mitch at the town about tracking pedestrian crosswalk button clicks > something the town can hopefully set up for analytics moving forward
  6. Brainstorming
     1. Matt told Mitch at the town about tracking pedestrian crosswalk button clicks > something the town can hopefully set up for analytics moving forward
     2. Joannie and Jai would like to see the banners and snowflakes staggered from Yonge to Bayshore to have the street looking consistent >> BIA board will need to vote on putting banners up on the top block and then town approval would be needed (perhaps the town could pay for additional banners)
     3. Jai > Each intersection could have different decorations (King Street & Hugel Avenue - Big Christmas Tree > Add a tree to each intersection every year) \*\* Christmas on king idea \*\*
     4. Jai > BIA should budget for a 3 year plan, buying more decor each year
     5. Idea > Wireless speaker (wireless) set up on the light poles playing music \*\* Jai will figure out the details, pricing and send it off to the committee to discuss and then bring it to the board (would [shopmidland.com](http://shopmidland.com) be a wifi source?) \*\*
     6. Corporate sponsors > is there anything against having a sponsor for events?
     7. Idea> New Years Eve show
* Jon Main
* Asked town staff to put together a relief document
* Building permit fees and taxes will be discussed at tomorrow at a town meeting
* New system put in place for restaurant owners that would like to put out a patio on the sidewalk in front of their business
* Shelby to send out info to business owners for sandwich boards being placed out and patio set up
* Property Vacancy Committee
  + - Olive Oil opening in May (232 King Street)
    - 258 King Street (Sunsport Signs) for sale
    - 266 King Street for sale (Marina’s Veils n Tails)
    - 317 King Street (Georgian Health Foods) for sale
    - 268 King Street (Global Pet Foods) for lease << Matt to ask if they’d like to become an associate member
    - 511 Dominion Avenue (Junk’s Gone) for lease
    - Mexican Restaurant opening at 290 King Street
    - Toke opening on April 6th, 2021
* Façade Improvement
  + - Front Façade Improvement Program 2021 Approved – A Passion for Fashion Inc. approved for up to $1,284, MegaMindful Living approved for up to $785, 212 King Street approved for up to $1,124
    - $24,193.47 Budget - $3,193 approved
    - $9,193.47 left of 2020 budget & $2,874.87 carried over from leftover 2019 budget
    - Back Entrance Façade Improvement Program: Approved – Wake Wellness for $774 \* paid in 2019 \*, Indulge Boutique for $848.33 \* paid in 2020 \*, Midland Furniture for $1,000 \* paid in 2020 \*, Sheps for $867.90 \* paid in 2020 \*, and Taylor & Co. Clothiers for $779.07 \* paid in 2020 \*
    - Keep the back facade program going until August 2020
    - $20,000 Budget - $4,269.30 approved
    - $15,730.70 left of budget (minus digital grant and other construction expenses)
* Streetscape
  + - White twinkle lights are up (2 strands on each pole) w/ timers
    - Spring banners are up
    - Ashtrays (x3), benches and bike repair station will be put out at the end of April
    - Mitch from the Town of Midland will send a map of the bench locations (a lot of businesses are asking)
    - Paula/Matt working with Pete at the town to order matching hanging baskets (will use previous baskets possibly)
    - Test snowflake this month w/ Pete, James & Dylan Flannery (Matt)
* Expansion
  + - Scott & Matt reached out to Tina at the Town to start the process of expansion > staff are currently pulling information for Tina for next steps
    - Town has added it to the list, but said it’s not top priority for them
    - Matt & Scott to follow up biweekly
    - 543 Bay Street is interested in becoming an associate member
* Would the BIA board like to use funding to decorate the top block of Downtown Midland outside the BIA area? BIA currently has additional lights, timers and spring banners to cover the top block of downtown midland. Christine and Scott would like to see decorations extended from Elizabeth Street to Yonge Street. Sue would like to see the Town of Midland contribute funding for the expansion of decorations. Karen would like to see any additional decor being used on the side streets before using them outside of the designated business improvement area.
* Matt to confirm if there’s any electrical outlets on the side streets
* Scott to reach back out to the town to see if they can work cohesively with us decorate the top block of downtown from Elizabeth Street to Yonge Street
* Treasury
* Accounting firm is working on year end financials
* King Street Rejuvenation
* Construction started this week, updates will be sent out via email weekly and will be posted on social media
* Downtown Midland website and BigDig.Info have been updated, along with social channels for the construction phase #3
* Construction will be happening in sectional blocks, beginning from Bayshore to Bay Street

**Motions:**

Motion to accept the amended meeting minutes from March 2nd, 2021

* + - 1st Karen
    - 2nd Christine
    - For: All
    - Against: None
    - Carries

Motion to accept the April 6th, 2021 meeting agenda

* + - 1st Karen
    - 2nd Christine
    - For: All
    - Against: None
    - Carries

Motion to adjourn at 8:41pm

* + - 1st Christine
    - 2nd Jon
    - For: All
    - Against: None
    - Carries