

DOWNTOWN MIDLAND BIA
Minutes of the meeting held December 6, 2022

The Dec 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 6:06pm and moved to roll call.

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

Chamber of Commerce Representative: Cathy Tait

Non Board members: Frank Vatalaro, Reid Marchand

Absent: Susan Canning, Town Council Representative (not appointed yet)

Regrets: Staff Chris Wilkie

1. ADOPTION OF MINUTES

(a) Approval of Minutes dated Thursday, Nov 1, 2022

The above minutes were approved with the following motion:

Moved by: Geoff White
Seconded by: Mike Sellwood

MOTION: That the minutes be approved. **Carried**

(b) Approval of agenda

The agenda was approved with the following motion:

Moved by: Lindsay Stewart
Seconded by: Meghan Marchildon

MOTION: That the December 6, 2022 agenda be approved **Carried**

(c) Declaration of Pecuniary Interest

No conflicts of interest were declared.

2. NEW AND GENERAL BUSINESS

(a) BIA Staff Restructuring

The idea was proposed to the board in regards to hiring an additional staff member in a management role to help the board keep up to date and moving forward with planning, communicating with town council, etc. After some discussion, it became apparent that the board needs to have a strategic plan in place before hiring additional staff. Once the strategic plan is created, additional staff can be hired if needed to help execute the strategic plan efficiently.

The strategic plan meeting will be held on Monday, December 12, 2022 at Collaborative Haus office at 5pm.

(b) Format and Organization of sub committee responsibilities, timeframes and reporting

This should work itself out once the strategic plan is in place.

3. REPORTS AND UPDATES

(a) SCRAM Program - Sarah Kenney / Geoff White

Due to unforeseen circumstances we are still waiting for the cameras to be installed by Huronia Alarms.

Sarah has received the list of businesses/building owners who already have their own security cameras but has not had time to contact them regarding phase 3.. Because of the busy Christmas season, the board agreed that this can be deferred until January.

(b) Financial Update - Michael Sellwood

Michael has secured directors insurance for the board at a rate that is locked in for 2 years. The cost for 2 years of insurance came in well under the budget that was approved for only one year.

Facade Program:

Discussion was had in regards to updating the Facade Program with a main focus on increasing the yearly budget to \$20,000. It was also suggested that shop owners can only reapply every 6 years after being approved for the facade program, unless there is a surplus budget. Michael offered to revise the facade program policy which will be presented at the January 2023 board meeting for approval.

Updating the facade program was approved with following motion:

Moved by - Geoff White
Seconded by - Megan Marchildon

That Michael revise the facade program policy to be presented for approval at the January 2023 board meeting. **Carried**

The following shops have applied for the facade program:

Mouse Trap	Moved by: Roberta Douglas	Seconded by: Geoff White	Carried
Sheps	Moved by : Mike Sellwood	Seconded by: Megan Marchildon	Carried
Saturday Afternoons	Moved by: Roberta Douglas	Seconded by: Geoff White	Carried
Shoes to Boot	Moved by: Sarah Kenny	Seconded by: Nicole French	Carried

OBIAA

The board's annual OBIAA membership fees are due.

Paying the board's 2023 membership fee was approved with the following motion:

Moved by - Michael Sellwood
Seconded by - Geoff White

That the board pays \$275.51 in membership fees to OBIAA for the year of 2023.

(c) Events - Roberta Douglas

There has been a lot of positive feedback regarding the tree lighting event. The turn out for the Santa Claus parade was great as well.

Friday late night shopping will continue for the next two weeks. It's possible that King Street will be closed off for one of those nights if some fun things can be secured for the night.

Discussions with the town have started in regards to working together to have a Midland Fall Fair in 2023. More details to come next year.

(d) Initial groundwork for short and long term strategic planning

This will be discussed at the strategic planning meeting on Dec 12, 2022

4. **ADJOURNMENT**

The meeting was adjourned with the following motion:

Moved by - Geoff White
Seconded by - Michael Sellwood

MOTION - That the meeting be adjourned at 7:54pm.

Next regular meeting to be held Tuesday, January 3, 2023

Minutes taken by Lindsay Stewart