**BIA Meeting Minutes**

*Tuesday, February 2nd, 2021*

**Attendees:**

* Matthew Shepherd (minute-taker)
* Scott Campbell
* Karen Shepherd
* Tanya Sajan
* Joannie Petroff
* Christine Taylor
* Susan Canning
* Jon Main

**Absent:**

* Colin Pape
* Paula Lynn Meridis

**Meeting Details:**

* 6:31pm

**Notes:**

* Digital Main Street
* 19 businesses took assessment
* 8 businesses approved for $2,500 grant \* Exceeded last years number \*
* 3 businesses set up a ShopHere online store
* Shelby’s contract ends with DMS has been extended until February 15th, 2021
* Shelby sent photos to be uploaded to social media (end results helping businesses w/ grants)
* Logo
  + - Joe from Flooded Studios sent over 6 concept designs
    - BIA would like to hold off for the time being
* Scott Campbell
  + - Scott spoke with Melissa Elsdon with Heart of Georgian Bay/EDCNS > would be interested in partnering up
    - Matt to reach out to Melissa for partnership
    - Strategic planning OBIAA:
    - <http://obiaa.com/wp-content/uploads/2016/11/OBIAA_StrategicPlanning_2017v3.1.pdf>
    - <https://obiaa.com/wp-content/uploads/2019/11/TP6-Beyond-2020-Vision-Creating-a-Strategic-Plan.pdf>
    - Strategic planning (Kingsville BIA): <http://www.kingsvillebia.com/index/wp-content/uploads/2017/12/Kingsville_BIA_Strategic_and_Marketing_Plan.pdf>
* Events/Marketing (from January 27th, 2021 meeting)
  1. Budget
     1. 2021 - $1,500 for events, $3000 for Christmas campaign and for marketing Q #1 $1,500 ($100 used for scavenger hunt in January), Q #2 $4,000, Q #3 $3,000 & Q #4 $4,000
  2. Upcoming Events
     1. Website has been updated with upcoming events: Scavenger Hunt, Butter Tart Festival, Farmers Market, Cruise Ship Dates, etc. >> E-blast sent to BIA members
     2. Mural Photo Giveaway >> February post on social media, tag the bia, put downtown midland as the location and use the hashtag #DowntownMidlandON to enter to win $50 in downtown dollars.
     3. Joannie designing #DowntownMidlandON image to send to business owners > people can take a selfie in front of the hashtag in the storefront windows > post on social media, tag the bia, put downtown midland as the location and use the hashtag #DowntownMidlandON to enter to win $50 in downtown dollars
  3. Past Events
     1. Scavenger Hunt
        1. 485 page views on <https://downtownmidland.ca/events>
        2. 7 entries so far > Matt to send out another e-blast and social post
        3. First 2 people to finish will win a mystery prize, everyone else that completes the challenge will enter to win $100 in downtown dollars
        4. 11 clues and businesses participating
        5. Joannie will prep giveaway item this week
  4. Current Marketing
     1. Website page views in the last 30 days: 2,521 down from 5,180 from previous 30 days (due to Christmas paid ads and promotions)
     2. Logo > Joe is working on 3 concept designs over at Flooded Studios > Matt will bring them to the meeting on Tuesday
     3. Curbside Pick Up/Free Parking Sign > Orillias signs say: Free curbside pick up, max 30 min, downtown logo & town logo > Matt to order this week (2 on each light pole) > ‘temporary parking for curtsied pick up’ <<< wording. Can add QR code to link to website
     4. Will need to discuss graphic ideas for summer fun guide when the logo is complete
     5. Matt would like to plan in advance for content (2-3 months)
     6. Reach out to marketing companies for quotes ask \*\* what do you think you can bring to us \*\* (packages)
  5. Brainstorming
     1. Survey to the public for ideas
     2. Utilize QR Codes
     3. Shelby to set up QR codes for every business linking to websites > send the link/image to each business owner
     4. Focus on micro events (ex. Road closure ideas)
     5. Photo contest > take pictures of photos downtown > allow bia permission > vote on the best (tiered)
* Jon Main
* BT Festival Meeting > Virtual voting discussion (Oakville BIA did it), cyber sidewalk sale, involve BIA members on website (do you sell BT or BT related merchandise)
* Matt to contact Oakville BIA about BT 2020 details
* Town of Midland discussing partnering with local cruise boat
* Affordable housing committee, BT Festival meeting, etc. are up and running
* A few things coming down the pipeline > Discussing implementing laneway ideas that had to be pushed back with the pandemic (in bursa & bourgeois laneways)
* Town of Midland will be starting to go into the budget process over the next month
* Ideas > Have historical re-enactors (Remembrance Day, etc.)
* Great downtown video: <https://www.youtube.com/watch?v=WhFO9s5lEho>
* <https://www.youtube.com/watch?v=Wwd-HRNYAqM>
* <https://www.youtube.com/watch?v=WEDrywQNr2M>
* ^^^ Reach out to this people to utilize their footage
* Property Vacancy Committee
  + - Updated vacant properties pdf is now on the website
    - Business inquiry from Olive Oil in Barrie reached out > Matt to touch base
* Façade Improvement
  + - Front Façade Improvement Program 2020 Approved – Simply Country approved for $1,808.90 \* paid \*, Wake Wellness approved for $3,000 \* paid \*, and Maple Canadian Pub approved for $3,000 \* paid \*, Sheps approved for $872.50 \* paid \*
    - 4 businesses used the program in 2020
    - $17,874.87 Budget - $8,681.40 approved
    - $9,193.47 left of 2020 budget ($2,874.87 carried over from leftover 2019 budget)
    - $9,193.47 carried over from leftover 2020 budget
    - 2021 budget = $24,193.47
    - Matt sent reminders to businesses to wrap up their projects in December
    - Minds Alvie & [ShopMidand.com](http://ShopMidand.com) to loose 2018/2019 funding
    - Minds Alive extension granted ($2,500 from 2019 budget) work must be until December 31st, 2020 for their Façade Improvement (unable to do the work in December due to the weather). Matt informed Minds Alive
    - ShopMidland.com extension granted ($2,021.58 from 2018) until December 31st, 2020 for their Façade Improvement. Matt informed ShopMidland.com NO UPDATES
    - 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 \*, The Elegant Gourmet for $278.94, and Taylor & Co. Clothiers for $779.07 \* paid in 2020 \*
    - Reminded The Elegant Gourmet to submit proof of payment
    - 5 businesses used the program in 2020
    - Keep the back facade program going until August 2020
    - $35,000 Budget - $4,548.24 approved
    - $30,451.76 left of budget (minus digital grant and other construction expenses)
* Digital Improvement/Marketing Grant
  + - 2020 Approved – The Elegant Gourmet \* paid $500 \*, Oasis Home & Gift \* paid $209 \*, Taylor & Co. Clothiers \* paid $500\*, W & Y Boutique \* paid $500 \*, Indulge Boutique \* paid $500 \*, Tiny Gems, Sheps \* paid $500 \*, Simply Country \* paid $500 \*, Graffiti Art \* paid $500 \*, & My Gbay \* paid $500 \*, Cashmere Blue \* paid $500 \*, RoyalTea on King \* paid $498.10 \*, Saturday Afternoons \* paid $500 \*, Megamindful Living \*paid $500 \*, Nascent Naturals \* paid $477.48 \*, Midland Furniture \* paid $500 \*, Midland Fish & Chips, Harbourlife Holistic Remedies, Dino’s \* paid $499.99 \*, and Bayshore Lanes \* paid $500 \*
    - $10,000 Budget - $9,684.57 approved
    - $315.43 left of 2020 budget
    - Waiting on 3 businesses to submit proof of payment
    - 17 businesses used the program and were paid in 2020
* Streetscape
  + - Lights will be coming down in February and will be replaced with 2 x white lights
    - Matt has applied for Rural Economic Development grant for banner funding (summer/winter banners)
    - Matt has a snowflake/bracket in the office and will be looking to order new brackets to fit the light poles in 2021
    - Paula to message Pete at the town to ask about the hanging baskets
* Expansion
  + - (Jaime) Splash Events & Event Design will be joining the BIA as an Associate Member this week and would like to participate on the events/marketing committee and help with beautification
    - Scott/Matt to talk to the town of midland still
* Treasury

* Accountants are working on year end financials for 2020
* T4’s have been received and sent off for all employees
* King Street Rejuvenation
* No updates
* Matt to upload video of the opening ceremony of King Street Rejuvenation Phase #2 that took place on Friday, November 27th, 2020 & store away for records
  + - 2 light poles were knocked down by a snow plow in January > Scott asked Andy Campbell (Town is doing a special order for 2 new poles)

**Motions:**

Motion to accept the amended meeting minutes from January 5th, 2021

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

Motion to accept the February 2nd, 2020 meeting agenda

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

Motion to adjourn at 7:57pm

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