**BIA Meeting Minutes**

*Tuesday, January 5th, 2021*

**Attendees:**

* Matthew Shepherd (minute-taker)
* Scott Campbell
* Karen Shepherd
* Tanya Sajan
* Paula Lynn Meridis
* Joannie Petroff
* Christine Taylor
* Susan Canning
* Colin Pape

**Absent:**

* Jon Main

**Meeting Details:**

* 6:40pm

**Notes:**

* Digital Main Street
* 19 businesses took assessment
* 8 businesses approved for $2,500 grant (1 in the last month) \* Exceeded last years number \*
* 3 businesses set up a ShopHere online store
* Shelby’s contract ends with DMS on January 22nd, 2021 and the BIA will be done with the program
* Tell everyone last call for (have Shelby email everyone)
* Scott Campbell
* #VillageDowntownMidland is being used by some businesses. Scott mentioned that our BIA uses #DowntownMidlandON and to market as a unified group, then all businesses should use the same hashtag. Board to come up with hashtag ideas and bring them to the next meeting
* Hire a videographer in the winter/spring to take nice new shots of the street when the greenery is put in. Roberta would like to do interviews of the business owners and Matt suggested breaking it up into episodes (broken up in blocks)
* Events/Marketing (from December 30th, 2020 meeting)
  1. Budget
     1. 2020 - $0 remaining from $2,500 yearly budget and $0 remaining from $3,000 for Christmas campaign, waiting on 2 invoices \* road banner and window cleaning \*: $200 in social media paid ads, $332.22 509 bay sign, $1,579.74 midland mirror 4 week ads, road banner (waiting on invoice), window cleaning (waiting on invoice)
     2. 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. Upcoming Events
     1. Butter Tart Festival - June 12th, 2021
        1. Downtown can promote on its own some sort of promotion
     2. Pearl Mist Cruise Ships - June 16/30, July 9/22, and August 5/14/27
  3. Past Events
     1. Christmas on King
        1. 2,333 website visits and $200 in social media ads reached 20,000+ people
        2. Website traffic in November-December 2019 was at 1,700 views and in 2020 we had a 9,802 views (576% increase)
        3. Windows will be cleaned off in the 2nd week of January by Alpha Enterprises
        4. Downtown Dollars sold in November/December 2020: $2,055 (large increase from a few hundred each year in the past)
  4. Current Marketing
     1. PITCHES/RENEWALS
        1. NO >> PITCH: 106 Pure Country w/ Bell Media has an offer: $1,000 plus 5 x $100 in giveaways \* TOTAL $1,500. Join in on snowman contest in January & February.
        2. NO >> PITCH: 102.9 fm > info sent to committee members. Matt doesn’t feel it’s a good fit and hasn’t worked in the best when running ads with 102.9fm
        3. YES >> RENEWAL: Curious guidebook 2021 centre map > $275 plus hst w/ total of 250,000 readers
        4. YES >> RENEWAL: Summer Fun Guide - 1/4 page ad in guidebooks at all on route stops up the 400 & 401 highways in Ontario. Also includes online ads on their website. Cost is $1,995 and 250,000 guidebook copies go out. $100 off if we book by Dec 31st, 2020.
     2. Social Media
        1. Post scheduled for new years
     3. Email Subscribers
        1. Currently have 3,882 subscribers - would like to increase numbers and build out email flows for welcome series and shop local membership members
     4. List of Operations
        1. Up to date for lockdown (take out, curb side pick up, etc.)
     5. New Logo
        1. Matt is currently working on new logo > approximately 25% done - committee doesn’t like the concept. Matt to change colours and font on old logo and bring to Tuesday meeting for review. Potentially contact Joe after Tuesday meeting if we’d like to move in that direction
        2. Board would like to give Joe a crack at it from Flooded Studios
  5. Brainstorming
     1. Encourage window displays for shopping
     2. Survey to the public for ideas
     3. JANUARY > Window scavenger hunt > win downtown dollars. 21 days- find items (2021). First few to find them all win a grand prize. Send email out for participation. Ask businesses what they’d like to display in their window and create riddle off of that. First 2 people to finish will win a mystery prize, everyone else that completes the challenge will enter to win $100 in downtown dollars. Add link to subscribe for more info. ***10 businesses on board so far***
     4. FEBRUARY > Mural photo submission in February > submit photos and tag downtown to win. Put in storefront windows <3 and #LoveLocal > take a selfie in front of a businesses window to enter to win.
* Jon Main
* No updates
* Property Vacancy Committee
  + - Shelby has updated the pdf of vacant properties and the updated version will soon be added to the website
    - 317 King Street building is for sale
    - 258 King Street building is for sale
* 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
  + - Décor has been hung up (banners, wreaths, bows, lights and neezhoday tree decorations)
    - Town has removed the decorations
    - Matt is trying to work with the town to order new brackets for the snowflakes
    - The town of midland operations department did not test the snowflakes until December and by that point it was too late to order new brackets
    - Town of Midland operations department put up 2 banners outside of the BIA, when it was specified to only hang them up from Elizabeth Street to Bayshore Drive.
    - Lots of graffiti all over the downtown area > Shelby has removed the majority of it and has been reporting it to the OPP
    - Paula to message Pete at the town to ask about the hanging baskets
* Expansion
  + - No updates
    - Scott/Matt to talk to the town of midland this month
* Treasury

* Matt connected Tanya with the accountants
* King Street Rejuvenation
* Updated 360 photos have been taken and put on google maps, [bigdig.info/celebrateking](http://bigdig.info/celebrateking) and FB
* Matt updated both websites and social regarding phase #2 completed and phase #3 start date
* 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

**Motions:**

Motion to accept the meeting minutes from December 1st, 2020

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

Motion to accept the January 5th, 2020 meeting agenda

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

Motion to adjourn at 8:15pm

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