**BIA Meeting Minutes**

*Tuesday, March 2nd, 2021*

**Attendees:**

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

**Absent:**

* Paula Lynn Meridis
* Colin Pape

**Meeting Details:**

* 6:33pm

**Notes:**

* Scott Campbell
  + - **Parking** survey from 2020 > council approved $99 annual parking permit
    - Can break the fee up into quarterly payments ($30 quarterly)
    - Hourly parking fees for on street parking will remain the same
    - **Talked w/ Downtown Barrie BIA** about letter written to the government about the frustrations of business closures with the frequent cover zone changes
    - Scott wrote a letter to send to the town of midland - Letter going to council on March 3rd, if approved it will go to the government
    - BIA board is in favour of Scott’s letter to be sent to council > any changes or feedback can be sent to Scott after the meeting
* Events/Marketing
  + - Matt set up a mail chimp pop up on the [downtownmidland.ca](http://downtownmidland.ca) website to build email subscribers
    - Scott spoke with Melissa Elsdon with Heart of Georgian Bay/EDCNS > would be interested in partnering up > Matt reached out to inquire about website logo/link recognition trade off
    - Matt to look into applying for Tourism Simcoe County Grant in March
    - Matt formed a marketing partnership with [MidandToday.ca](http://MidandToday.ca) … Midlandtoday.ca gets logo embedded to the bottom of our website. Midlandtoday.ca 1500 w x 150 h banner added to the bottom of emails going to bia members. Add midlandtoday.ca to directory. BIA gets inline advertising on site > directs to profile. Profile listing on site (info, website, youtube video, etc.) \*\*\* (1/2 million views monthly and 77,000 frequent users) << MidlandToday.ca stats \*\*\*
    - Quotes from companies for social media advertising sent to board for review
      * Shelby’s 90 day marketing plan: cost to pay her for 1 month dedicating 4 hours weekly to social media marketing w/ 3 posts weekly (12 monthly) is $228 monthly
      * Plan: [https://docs.google.com/spreadsheets/d/18AXM1FKj6noRmVvKoKJH91ARDbIzVNcNtnOcIk4GiSo/edit?ts=603510f9#gid=0](https://docs.google.com/spreadsheets/d/18AXM1FKj6noRmVvKoKJH91ARDbIzVNcNtnOcIk4GiSo/edit?ts=603510f9%2525252523gid=0)
      * Willox Graphics is $642.50 (plus $50 in ad money) monthly for 4 posts monthly
      * Assisting You Social for their lowest package (1 year contract) is $279 monthly, which includes 8-12 monthly posts
      * No word from Collaborative Haus Marketing
      * February 24th, 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%25252525252523gid=0)
  2. Summer Fun Guide Artwork
     1. Due early March 5th, 2021 > Matt to complete this week
     2. Matt to look for old landscape photos of downtown to send to Christine for review > done
     3. Collage of photos (MPL, Downtown Stores, View downtown, etc. - 3/4 photos)
  3. Upcoming Events
     1. ‘I <3 Local Giveaway is happening until the end of February > Only 2 entries as of Feb 24th, 2021 (not successful)
     2. Plan 6 months to a year in advance
     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. Contact farmers market to ask about moving to king street > letter would need to go to council (Jon French just reached out to the BIA on March 2)
  4. Past Events
     1. Scavenger Hunt
        1. 574 page views on <https://downtownmidland.ca/events>
        2. 10 entries
        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. 10 entries > 6 new emails gathered
        6. Winners contacted for winnings
  5. Current Marketing
     1. Website page views in the last 30 days: 1,388 down from 2,521 from previous 30 days
     2. Update Rec centre ads > come up with new designs (ask townships for options and renewal dates)
     3. QR Code is set up on curb side pick up/free parking signs downtown > stats are available to show you how many scans, what device, etc.
     4. Free parking/curb side pick up signs are now up on all the light poles
     5. Add renewal marketing dates in document > [https://docs.google.com/spreadsheets/d/1n0OjgI9wLhwjyR6P1DZnqPavbRaFv-OP4R12fqMJgS4/edit#gid=0](https://docs.google.com/spreadsheets/d/1n0OjgI9wLhwjyR6P1DZnqPavbRaFv-OP4R12fqMJgS4/edit%25252525252523gid=0)
  6. Brainstorming
     1. Christine’s Ideas: [https://mail.google.com/mail/u/0/#inbox/FMfcgxwLsSfKPgqKLHSnPSfSjCBpfqSM?projector=1&messagePartId=0.1](https://mail.google.com/mail/u/0/%25252525252523inbox/FMfcgxwLsSfKPgqKLHSnPSfSjCBpfqSM?projector=1&messagePartId=0.1)
        1. Customer Appreciation (in a slow month - February)
        2. Christmas on King > continue to grow
        3. Passport Shopping
        4. Oktoberfest > Rotary to potentially run it? Christine to email Nicole to bring her in for a meeting to consult on idea and next steps
        5. New race car show (similar to Barrie Georgian College show), but with racing cars
        6. Ask BIA board for micro event ideas
        7. Jon idea > Cherry blossom event (May)
        8. MegaMindful Living can bring their Zumba class into the 509 Bay Street parking lot
* Jon Main
* Matt to contact Oakville BIA about BT 2020 details >> All previous staff are no longer with the BIA (new staff are not very familiar with how the 2020 festival was run)
* Jon to talk to EDCNS about promoting old Ciboulette et Cie space
* Parking study will be conducted > $20,000 set aside at the Town of Midland
* Budget is finalized
* Customer service report discussed tomorrow at the council meeting
* Jon attended Affordable Housing meeting today - Town is looking at developing in the municipal parking lot behind Tripp’s Paint
* Property Vacancy Committee
  + - Spiker’s Barber Shop (232 King Street) is available for rent
    - Tiny Gems moved across the street (257 King Street)
* 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
    - $24,193.47 Budget - $2,069 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 \*, 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
    - Keep the back facade program going until August 2020
    - $20,000 Budget - $4,548.24 approved
    - $15,451.76 left of budget (minus digital grant and other construction expenses)
* Streetscape
  + - Wreaths have come down
    - White lights and timers will be ordered this week to hang up on the light poles in lieu of the current coloured lights
    - Spring/Summer banners will be delivered to the operations department this month hang up w/ the new lights
    - Matt has applied for Rural Economic Development grant for banner funding (summer/winter banners) > pending application
    - Matt has a snowflake/bracket in the office and will be looking to order new brackets to fit the light poles in 2021
    - Matt to ask the town to put out the ashtrays (x3) and bike repair station asap
    - Paula to message Pete at the town to ask about the hanging baskets > Status? Matt to ask the town
* Expansion
  + - Splash Events & Event Design has joined the BIA as an Associate Member
    - Scott to reach out to Tina at the Town on March 3rd, 2021 to start the process of expansion
* Treasury
* No updates
* King Street Rejuvenation
* No updates
* Sculpture will be set up in the downtown area, grant money was received and there’s currently and application process for submissions (shared on BIA social media)

**Motions:**

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

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

Motion to accept the March 2nd, 2021 meeting agenda

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

Motion to adjourn at 8:55pm

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