

DOWNTOWN MIDLAND BIA
Minutes of the meeting held Tuesday, November 1, 2022

The Nov 1, 2022 meeting was held at the Midland Chamber of Commerce located at 208 King Street, Midland.

The Chair called the meeting to order at 6:02pm and moved to roll call.

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

Staff: Chris Wilkie

Chamber of Commerce Representative: Cathy Tait

Town Council Representative: Mayor Bill Gordon, Bill Meridis

Non Board members: Lori Bier, Kat Knezevic, Frank Vatalaro

Regrets: None

1. ADOPTION OF MINUTES

(a) Approval of Minutes dated Thursday, Oct 6, 2022

The above minutes were approved with the following motion:

Moved by: Michael Sellwood

Seconded by: Geoff White

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: Geoff White

MOTION: That the Nov 1, 2022 agenda be approved with the addition of the Facade Program being added under Reports and Updates (g)

Carried

(c) Declaration of Pecuniary Interest

No conflicts of interest were declared.

1. NEW AND GENERAL BUSINESS

(a) Appointment of new Town of Midland Council Representative

During this discussion, Mayor Gordon informed the board that he will take their recommendation as to who they would like to have as their Town Council Representative and will bring it to the council meeting and see if there is anyone else interested in the position. This appointment will be renewed on a yearly basis.

(b) BIA Area Expansion and Auxiliary Membership

It was unanimously agreed that it would be a good idea to expand the BIA boundaries as it would increase revenue without raising taxes. It was suggested that the Board have someone to take the lead on this which Frank eagerly offered to take on. This vote will come to the next regular board meeting after the governance training on November 8, 2022.

(c) Events and Marketing Configuration

The Halloween Monster March was a huge success! Thank you to Chris for organizing an enjoyable event. There has been a lot of positive feedback received from both families and shop owners.

It was recommended that the Marketing and Events committee work together as they go hand in hand. A shared calendar will be implemented to keep track of dates, deadlines, timelines, etc to ensure more structure to the planning and execution of events.

The joint committees will meet on **Nov 2, 2022** at 8am to set a schedule for future meetings as more meetings will be necessary for the Holiday season.

(d) Bank Account

Michael proposed the idea of opening a second bank account to use as an operating account which would only require one signature for transactions instead of currently needing two signatures. The current account would continue to hold the majority of the funds and the Chair and Treasurer would transfer funds to the operating account when needed. Michael explained that it is very time consuming to track people down every time a cheque needs to be signed since the account requires two signatures not to mention that he cannot have access to online banking due to the account needing dual signatures. Updates would continue to be provided on Slack for everyone which will continue to show transparency and accountability.

Opening a second bank account to use for daily operations was approved with the following motion:

Moved by - Michael Sellwood
Seconded by - Megan Marchildon

That the Chair and Treasurer open a secondary bank account to use for operating expenses requiring only one signature. **Carried**

3. REPORTS AND UPDATES

(a) BIA Board Insurance - Michael Sellwood

Michael has reached out to the insurance company but hasn't heard back but will follow up. The board should have insurance by the next meeting.

Insurance will be required to participate in the Santa Claus Parade on November 26, 2022.

(b) OBIAA Governance Training

A reminder was given to Board members that the governance training will be held on November 8, 2022 at 5pm.

(c) SCRAM Program - Geoff White

Phase 2 of the SCRAM program is underway. It is expected that all 20 cameras will be installed by December 1, 2022. Creative Cut has requested a second camera as they feel one camera does not cover all the blind spots and their area is high in crime with daily "toilet use" in their entry. The SCRAM expense came in under budget by \$620. It was proposed that the remaining budget be used towards a second camera for Creative Cut as they have a large building.

Using the remaining budget of \$620 towards a second camera for Creative Cut was approved with the following motion:

Moved by - Geoff White
Seconded by - Megan Marchildon

That the Board pay \$620 towards a second security camera for the Creative Cut building
Carried

Phase 3 of SCRAM will be commencing now. Sarah will be approaching shops who already have their own security cameras to see if they are interested in joining the program. Once this has been done, an updated map will be sent to the OPP.

It was noted that 3 cameras were installed in the expansion area by the SCRAM program.

(d) Financial - Michael Sellwood

The original books have been secured from Brabant & Kretschmann and the bookkeeping has been set up but do not have access to online banking. There are still some bills that need to be canceled that are no longer required and have services that we do continue to use moved to the new credit card.

(e) LGBTQ and Indigeous Crosswalks - Joannie Petroff

Discussion was had regarding implementing a "Cultural Corner" by the Midland Cultural Centre, having different crosswalks to represent LGBTQ+, Indigious individuals, Veterans, etc to show support and inclusiveness to everyone in our community. More thought will need to be put into this in the new year.

(f) Events - Roberta Douglas

The committee is trying to secure a firetruck for the tree lighting but have not heard back yet. The holiday postcards that stores can hand out that contain the holiday events information are almost finalized and will be going to the printers this week.

(g) Facade Program - Bill Meridis

Three storefronts have submitted applications for the Facade Program. Michael offered to take over this program as it relates to financials.

4. **ADJOURNMENT**

The meeting was adjourned with the following motion:

Moved by - Michael Sellwood

Seconded by - Geoff White

MOTION - That the meeting be adjourned at 7:15pm.

Next regular meeting to be held Tuesday, Dec 6, 2022