**BIA Meeting Minutes**

*Tuesday, November 2nd, 2021*

**Attendees:**

Members

* Scott Campbell
* Christine Taylor
* Karen Shepherd
* Tanya Sajan
* Jon Main

Others

* Matthew Shepherd (minute-taker)
* Jai Crouch (Splash Events)
* Mitch Sobil
* Cathy Tait
* Gord McKay

**Absent:**

* Susan Canning
* Roberta Douglas
* Colin Pape
* Paula Lynn Meridis

**Meeting Details:**

* 6:38pm (No quorum)

**Notes:**

* Mitch Sobil - Winter Maintenance Tips
  + - Concrete issues before
    - Town plows the sidewalks
    - Products to use to not harm the concrete: sodium chloride, calcium chloride, magnesium chloride to de-ice (And sand)
    - Be cautious of the amount being used, you don’t want to overuse
    - Matt to send tips to BIA members for longevity of buildings and concrete
* Gord McKay - Affordable Housing
  + - Powerpoint and survey sent (Matt sent to board)
    - In 2020 the town made a task force for affordable housing. The county focus is social housing
    - Affordability and availability is an issue in Midland
    - Task force wants to put forward a housing CIP
    - BIA would not like to lose parking spaces
    - BIA would like to remain in communication about the upcoming project with the task force
* Scott Campbell
  + - Camera Program
      * $9,000 in budget line in 2021 and $5,000 in 2022
      * Scott/Sue to research camera equipment that the OPP can use, then we’ll discuss a motion for a camera equipment grant
    - Free parking
      * Month of December
      * Students from St. T’s will be volunteering to assist with training/support in November for parking meter support
      * Grounded will be the check in spot
* Events/Marketing
  + - * October 27th, 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 $3,000.
     2. Full breakdown: [https://docs.google.com/spreadsheets/d/1n0OjgI9wLhwjyR6P1DZnqPavbRaFv-OP4R12fqMJgS4/edit#gid=0](https://docs.google.com/spreadsheets/d/1n0OjgI9wLhwjyR6P1DZnqPavbRaFv-OP4R12fqMJgS4/edit%25252525252525252525252525252525252525252525252525252525252525252523gid=0)
  2. Current Marketing
     1. Offer has been sent to candidate for event/social media co-ordinator position
     2. Matt put out 7 social posts weekly in October.
     3. Website page views in the last 30 days: 3,959 up by 1,273 from previous 30 days (job posting brought 1,550 views)
     4. Social analytics in the last 30 days: <https://docs.google.com/spreadsheets/d/1O0KFupRBBW9rXJVqN7KNT-IMVSH5j2F7ms93YDH1kbc/edit?usp=sharing> (Will be pulled when event/social media co-ordinator is hired)
     5. 8 new email subscribers in the last 30 days, 23 unsubscribes, 4 subscribes from pop up, and 4,984 total (-15)
     6. $0 in downtown dollars sold
     7. Videos are done, Matt will write the copy and launch the video/ads in November. Video will go on social media, youtube, website and other applicable websites
     8. Interviews need to be arranged for event/social media marketing position (5 candidates received)
     9. FREE parking in December has been approved by town staff - Promote via midlandtoday free ad credits, social media, newsletters, and hang back up free parking signs on poles
     10. Heather at Shoes to Boot is doing a client appreciation night and wants to know if others is interested
  3. Upcoming Events
     1. Christmas on King
        1. Banners have been ordered
        2. Box wood wreaths, lights, banners and snowflakes are going up in November
        3. Jai and operations is decorating the tree in Neezhoday park
        4. Nicole Major sent updates from Health Unit > Max is 100 people for outdoor (masks required and 6 feet distance) for Dec 4 tree sales and civilian set up
        5. Christmas tree sales, send via PayPal to this link: <https://paypal.me/DowntownMidland?locale.x=en_US>
        6. Matt is hanging up 2020 road banner, will be dropped off to operations to hang on November 13th, 2021
        7. Matt setting up Christmas webpage - will have a subscribe section to opt in for updates in November COMING SOON and free parking
        8. Dec 4th (Scott to contact Ms. Charlebois at St. T’s for volunteers to assist with Civitan Area)
        9. Sponsors on bia website, tree and tree sale tags)
        10. 100 people max > Matt to stay on top of cover event restrictions
        11. Civilian Club (Will know next Wednesday) > was thinking to set up at 509 Bay Street. Can set up Santa float, old truck with costumes, grinch, scrooge, collect letters to Santa Claus (can pay for stamp if needed > can do a git card giveaway), etc. > Do it on the 4th is preferred. Need caution tape and security volunteers to do a walkthrough > 3 hour time line (7 displays) \*\* arnott doing fencing \*\*
        12. Matt to send a letter to council for permission for 2 closers (509 bay street and 526 bay street on December 4th) and link in simple health unit (Get Nicole to sign off on it)
        13. Roberta to do Santa and costumes on Dec 11th, not the 4th
        14. Desroches Farms > had a 3 hour meeting with CLH
        15. Draft production/event schedule … is it ready Jai? Jai also needs to send Matt files to use for graphics on webpage
        16. Met with painters > they’re excited
        17. Wreaths/garlands come November 9th
        18. Will not be able to put a new tree in this season, perhaps in 2022
        19. Meeting with town and Nicole tomorrow for decor set up plan >> Jai was at the meeting
        20. Tree lighting is November 24th Matt to send a letter? Virtual stream again
        21. Do a shop local giveaway in December > win money and gift baskets (Dec 23rd draw)
        22. Will do intro next week to all stores (Jai)
        23. Free parking in December
* Jon Main
* Council meeting tomorrow night
* Midland Bay Landing zoning by-laws on the agenda and healthy tree removal by-law
* Property Vacancy Committee
  + - Sunsport Signs has now moved - space purchased and will be leased out
* Façade Improvement
  + - Front Façade Improvement Program 2021 Approved – A Passion for Fashion Inc. approved for up to $1,251.32 \* paid \*, MegaMindful Living approved for up to $2,477.50 \* paid \*, 212 King Street approved for up to $757.36 \* paid \*, Simply Country approved for up to $717 \* paid \*, The Elegant Gourmet approved for up to $1,269.25 \* paid \*, Sheps approved for up to $3,000, and Cashmere Blue approved for up to $1,888.25
    - $15,000 Budget - $11,360.68 approved
    - No updates
* Streetscape
  + - Christmas banners will go up mid November
    - 2 alleyways will be painted by Marchand Painting in Spring 2022
    - Town of Midland Operations delivering new ashtray key to BIA (still waiting on)
    - Matt waiting on e-service requests from the town:
      * Put out the remaining benches
      * Fix the bulb burnt out, outside of Dino’s
      * Inquire regarding why the town is using the BIA’ property (benches and garbage bins) outside of the BIA area
    - IMPORTANT NOTE TO KEEP UNTIL RESOLVED: Matt asked the town about 2 large rounded garbage bins missing from the BIA area, currently 23 are in the BIA, which is number we had before the construction - but that included the 2 large rounded bins. 2 bins in the BIA are the town’s and the 2 rounded bins are not out Matt asked the town about 20 benches missing from the BIA. Currently 2 of the BIA’s benches are outside of the BIA. What is the town planning to do with them? The BIA would like an update < Matt asked Mitch, Dylan, Mayor Stewart, James, Carley and Pete from the Town of Midland
* Expansion
  + BIA would like to expand up to Yonge street for phase #1 and in the future phase #2 to 1st street and Midland Avenue, followed by expanding to fill the full boundaries of the current downtown area that is currently laid out by the town as the downtown area
  + BIA to work on steps 1-7
  + Contact David, Jeremy, Andy Campbell and Tina once the BIA has gotten close to completing steps 1-7
  + Town currently has no plans to decorate the banners/lights/hanging baskets from Elizabeth to Yonge
  + No new updates
* Treasury
* Matt submitted formal letter/budget package to town for Oct 22, 2021
  + - Final budget amendments on December 3rd and presentations on the week of January 10th, 2022

**Motions:**

Motion to accept the meeting minutes from October 5th, 2021

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

Motion to accept the November 2nd, 2021 meeting agenda

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

Motion to adjourn at 8:33pm

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