**BIA Meeting Minutes**

*Tuesday, October 5th, 2021*

**Attendees:**

Members

* Susan Canning
* Scott Campbell
* Jon Main
* Christine Taylor
* Roberta Douglas

Others

* Matthew Shepherd (minute-taker)
* Jai Crouch (Splash Events)

**Absent:**

* Colin Pape
* Paula Lynn Meridis
* Tanya Sajan
* Karen Shepherd

**Meeting Details:**

* 6:34pm

**Notes:**

* 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
    - Smoking
      * Taylor & co experiencing smoking out front, Jon provided link to Christine to contact for reporting
    - Hiring
      * Cathy Tait wants to put together a proposal for the chamber to partner with the BIA, they have staffing available. BIA board is open to seeing a proposal.
    - Parking
      * has been brought up all over social media, brought to CTV Barrie, [MidlandToday.ca](http://MidlandToday.ca), etc.
      * Christine suggested putting a full page ad in the paper with simple instructions for the paid parking
      * Sue talked with Stewart, would putting a cheat cheat in with mailed out water bills be a good idea? Merchants could have copies and hand them out as well?
      * Can precise parking do a software update to simplify the process?
      * Could precise parking provide a different parking meter unit?
      * BIA board would like to see free parking until the new year, with a solution ready for January 1st, 2021
      * BIA would like to know contract length w/ Precise?
* Events/Marketing
  + - * September 29th, 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%25252525252525252525252525252525252525252525252525252525252523gid=0)
  2. Current Marketing
     1. Offer has been sent to candidate for event/social media co-ordinator position > Didn’t work out. New job posting is out, 2 applications already received.
     2. Matt put out 2-3 social posts weekly in September. Matt has scheduled posts up until October 5th and another on October 22nd.
     3. Rainbow crosswalk post was very well received - disappointment has been brought up about the location.
     4. Website page views in the last 30 days: 2,686 down by 2,627 from previous 30 days
     5. 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)
     6. 1560 new email subscribers in the last 30 days, 414 unsubscribes, 1 subscribes from pop up, and 4,999 total (+1,146)
     7. $0 in downtown dollars sold
     8. Collaborative Haus for video and photos updated, Matt sent to board on Oct 4th for a final look over.
        1. Do a teaser video, launch it in October and have people do intros to teaser (Jon Main, Scott Campbell, etc.)
     9. Matt created [eventsdowntownmidland@gmail.com](mailto:eventsdowntownmidland@gmail.com) email for new event co-ordinator, starting in October
  3. Upcoming Events
     1. Farmers Market
        1. Happening every Sunday from 9am to 1pm at 526 Bay Street from now until October 10th
        2. Social post scheduled for Oct 2nd to promote last 2 market visits
        3. Hunt for Sunday buskers in 2022
        4. Reach out to farmer’s market to include downtown possibly in posts for store hours or shoutouts >> Matt emailed
     2. Christmas on King
        1. Max of 100 people for events (tree lighting, carolling, etc. will be virtual)
        2. GHE will need to be limited to 100 people
        3. Courtney has left Splash Events
        4. Jai will email banners tonight to Matt
        5. Desroches Farms > meeting with Sara CLH on Monday for market (200 trees = $25 to buy and $50 retail price - 7 feet t 9 feet tall) will be pre-sold online (BIA to set up automated e-deposits) >> SAT, DEC 4 pick up day
        6. Draft production schedule will be set by next week, Event schedule as well
        7. Met with painters > they’re excited and can do 3 windows a day. Jai will be asking stores this week if they’d like a painted window by the BIA or they can do one on their own.
        8. Wreaths/garlands come November 9th
        9. Ladies Night >> December 3rd and 4th (Incentives, ballots, to-go bags)
        10. Tree lighting is November 24th
        11. December 11th family day > get a Santa walking around (2 contacts set up)
        12. Christine to ask Nicole Major for Santa Claus Parade > Not happening this year, but the civilian club would like to display their Santa & grinch display two weekends (DEC 4 AND 11) during Christmas on King
        13. Matt to ask saint Marie about first light dates and is it in person? Dates and info not ready to share yet >> Sainte Marie will let us know
        14. Jai would like a vacant storefront space to prep all the decor > Cathy Boyd possibly has her back space available, Jai will reach out. St Paul’s basement or MPL is an option too.
        15. Matt to ask town to put up snowflakes and banners on Nov 12 and wreaths around 4 intersections
  4. Past Events
     1. Scavenger Hunt
        1. July to the end of August
        2. 6 locations
        3. $100 in downtown dollars will be given away to a lucky winner each month (can only win once) > 3 winners have been sent downtown dollars
        4. Shelby/Matt marketed the hunt
        5. Matt Erochko set up the sign location and sign with Lauryn from the Town of Midland
        6. 5 entries total
        7. Matt took down signs on Oct 2nd
        8. Not worth it to do this promotion in the future
     2. Midland Movie Nights
        1. 5 movies happened on July 28th (Frozen 2), August 11 (Big News From Grand Rock), August 25 (Raya and the Last Dragon), September 8 (Soul), and September 29 (Narnia)
        2. Attendance was 25 to 45 people.
        3. 3 sponsors gathered to pay for the licensing, Big news from grand rock is free with permission from Markham street films
        4. Set up/running/clean was a joint effort from Jon Main, Matthew Erochko, Matthew Shepherd, Nicole Major, and Lauryn Nicole’s Summer Student
  5. Brainstorming
     1. Is Shoes to Boot doing a client appreciation night? Christine will ask
* Jon Main
* Housing redevelopment
* Pride crosswalk unveiling tomorrow on Oct 6th > Disappointment has been brought up about the location
* Jon will pass on feedback from Jai
* Property Vacancy Committee
  + - The Crow’s Nest building is vacant
* 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
* Streetscape
  + - Remembrance banners will go up soon
    - Town of Midland Operations delivering new ashtray key to BIA
    - Town of Midland will compost the hanging baskets in the next 2 weeks and return the baskets to the BIA building
    - 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
    - Arnott is responsible for maintenance of the planters and trees through all of 2022 and the Spring of 2023, afterwards the town will take over said Mitch Sobil
* 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 preliminary budget to town on Sept 7, 2021
  + - Formal letter/budget package is due for council by October 22nd, followed by final budget amendments on December 3rd and presentations on the week of January 10th, 2022

**Motions:**

Motion to accept the meeting minutes from September 7th, 2021

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

Motion to accept the October 5th, 2021 meeting agenda

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

Motion to adjourn at 9:55pm

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