

**DOWNTOWN MIDLAND BIA**  
**Minutes of the meeting held Tuesday, September 6, 2022**

The Sep 6, 2022 meeting was held at the Midland Chamber of Commerce located at 208 King Street, Midland.

The Chair called the meeting to order at 6:09pm and moved to roll call.

Attended: Chair Joannie Petroff, Michael Sellwood, Nicole French, Geoff White, Bill Meridis, Roberta Douglas, Megan Marchildon, Sarah Kenny

Staff: Chris Wilkie

Town Council Representative: Jon Main

Chamber of Commerce Representative: Cathy Tait

Non Board member: Lindsay Stewart

Regrets: Kelly Moss, Susan Canning, Jai Crouch

**1. ADOPTION OF MINUTES**

(a) Approval of Minutes dated Tuesday, Aug 2, 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: Megan Marchildon**

**Seconded by: Geoff White**

MOTION: That the agenda be approved.

**Carried**

(c) Declaration of Pecuniary Interest

No conflicts of interest were declared.

**2. NEW AND GENERAL BUSINESS REQUIRING VOTE**

(a) Michael Sellwood bookkeeping/accounting

Michael has graciously agreed to take care of the bookkeeping for the BIA at no charge so the budgeted funds can be allocated elsewhere.

Jon raised the question whether it was a conflict of interest for Michael or not. Michael explained that the end of year review would be done externally therefore there is no conflict.

Michael Sellwood's voluntary services was approved with the following motion:

**Moved by: Geoff White**  
**Seconded by: Megan Marchildon**

MOTION: That Michael Sellwood takes care of the bookkeeping for the BIA at no charge, as well as secure an external accountant to do the year end review. **Carried**

(b) BIA Board Insurance

Geoff has reached out to two insurance companies to inquire about insurance for the Board of Directors as well as special events. It was noted by one insurance company that it's imperative that the BIA website be cleaned up to clarify what the BIA is responsible for.

The base rate quotes ranged from \$800-\$3000 which includes coverage for committees, but does not cover special events.

Geoff will forward all relevant information to Michael so he can investigate further and secure insurance for the board. When speaking with the insurance companies Michael will get clarification regarding what kind of events will be included in the policy and what is considered a special event that will need extra coverage.

Discussion occurred regarding a maximum budget for insurance.

A budget of \$3000 for insurance was approved with the following motion:

**Moved by - Michael Sellwood**  
**Seconded by: Geoff White**

That Michael secure insurance for the board with a maximum budget of \$3000. **Carried**

\*Sarah Kenny joined the meeting at 6:25pm

(c) OBIAA (Ontario BIA Association) Governance Training

Joannie has reached out to OBIAA to gather information regarding training costs for the board. Joannie will contact them to see what dates are available for training.

A budget of \$750 for training was approved with the following motion:

**Moved by - Geoff White**  
**Seconded by - Jon Main**

MOTION: That the board approve a budget of \$750 for training with the OBIAA. **Carried**

(d) 2023 Budget

Michael announced that the BIA 2022 Budget vs Actual handouts may not be correct. Once he has more access to the books he will be able to present a proper report regarding the BIA's financial status and prepare the 2023 budget for approval, which is due to the Town of Midland on September 15, 2022.

Revising the budget for 2023 was approved with the following motion:

**Moved by - Geoff White**

**Seconded by - Jon Main**

MOTION: That the board allow Michael to revise the budget for 2023. **Carried**

Discussion was had regarding the start up costs for the app and other needed computer programs. Michael has agreed to cover the costs until the BIA credit cards have been changed over to the current board.

Reimbursing Michael for the start up costs was approved with the following motion:

Moved by - Jon Main

Seconded by - Geoff White

MOTION: That Michael be reimbursed for the start up costs of the app and other necessary computer programs. **Carried**

(e) Fall in Love with Fall

A request was made for the BIA to add some Downtown Dollars to the weekly prizes and grand prize.

A budget of \$800 of Downtown Dollars was approved with the following motion:

**Moved by - Michael Sellwood**

**Seconded - Megan Marchildon**

MOTION: That the board approve a budget of \$800 for Downtown Dollars for the Fall in Love campaign. **Carried**

Discussion was had regarding how to obtain contact information for all businesses so the BIA can improve communication with them, gather information easier, etc. An inquiry will be made at the town to start.

(f) Christmas Holiday Season beautification and budget

Discussion was had regarding a budget for Christmas 2022 for beautification and marketing.

A budget of \$25,000 was approved with the following motion:

**Moved by - Michael Sellwood**

**Seconded by - Nicole French**

MOTION: That the board approve a budget of \$25,000 for beautification and marketing for the Christmas season. **Carried**

(g) Schedule date for October BIA meeting

The next BIA meeting will be held Thursday, October 6, 2022 at the Midland Chamber of Commerce, 208 King Street.

Discussion was had regarding nominating Lindsay Stewart as the secretary of the BIA. Lindsay accepted the nomination.

Lindsay Stewart's role as secretary was approved by the following motion:

**Moved by - Michael Sellwood**

**Seconded by - Geoff White**

MOTION - That Lindsay Stewart be appointed as the Secretary of the BIA **Carried**

### **3. REPORTS**

(a) BIA Bank account

(b) Collaboration with Quest Art School

Quest Art School has approached the BIA regarding displaying highschool students' artwork downtown in whatever form was desired such as paintings in windows, window painting, murals, etc. Discussion was had about pairing up artists with a store owner so the owner can decide what kind of artwork they would like to display. Further communication with Quest will take place.

(c) Events Committee - Timeline

A meeting will be held Wednesday Sep 7, 2022 with the Town of Midland regarding Christmas. An inquiry will be made to see what we can collaborate on with the town or what we can do separately.

(d) SCRAM Program

BIA has received \$30,000 as a grant to implement this security program. Geoff has been discussing this opportunity with building owners. The grant will provide enough funds for approx 20 installed cameras in the downtown area that become property of the building owners. The footage is not monitored by the OPP or BIA. The location of the cameras would be part of an OPP database which the OPP can request to access footage if needed, however, owners can deny the footage if they choose to.

(e) Marketing

Mini Monster March to be held Saturday, October 29, 2022. Details regarding the event still need to be determined.

#### 4. **ADJOURNMENT**

The meeting was adjourned with the following motion:

**Moved by - Michael Sellwood**  
**Seconded by - Megan Marchildon**

MOTION - That the meeting be adjourned at 8:19pm.