**BIA Meeting Minutes**

*Tuesday, September 7th, 2021*

**Attendees:**

Members

* Karen Shepherd
* Susan Canning
* Scott Campbell
* Tanya Sajan
* Jon Main
* Paula Lynn Meridis
* Christine Taylor

Others

* Matthew Shepherd (minute-taker)
* Jai Crouch (Splash Events)
* Karen Mealing (Town of Midland)

**Absent:**

* Colin Pape
* Roberta Douglas

**Meeting Details:**

* 6:35pm

**Notes:**

* Murals
  + - Karen Mealing
    - Street closing happening September 25th, 2021 (11am start) >> want to see if BIA members will do a sidewalk sale >> Street closure between Bayshore and Bay
    - Ruth Hurdle assed all the murals, will cost $300,000 to restore all the murals
    - Karen is looking into grants, would like BIA and Town to work together to restore them
    - Grant will most likely not cover the full cost
    - Town could use CIP for funding
    - Scott said businesses could sponsor murals as an option
    - Town established a public art policy this year
    - Karen would like to have the construction yellow fencing 28 murals that were up, hung in the alleyways and at the harbour
    - Karen Mealing would like to do a 3 year plan
* Video Reviews
  + - Video drafts are complete from Collaborative Haus Marketing that were taken at the beginning of August
    - Videos consist of: (1) Dining - 15 seconds (2) Lifestyle - 15 seconds (3) Shopping - 15 seconds (4) 60 second promo video (5) 90 second promo video
    - Matt made a note to add website in the videos for a call-to-action
    - Matt to send board link to view videos, feedback will then be passed on to Wendy from Matt
* Alleyway Painting
  + - Using some savings, would like to have the alleyways beside Arcade Guardian Pharmacy painted and TD Bank
    - Both alleyways were suppose to be painted for the love your laneway project, but that didn’t work out
    - Painting the alleyways will greatly beautify the walking laneways to match the new beautiful downtown and get rid of old touch up paint spots, graffiti leftover, etc.
    - Permission has been received from building owners
    - 2 quotes have been received coming in at $6,390.15 for the lowest after tax
    - The BIA tried to get 3 quotes this summer, but had difficulties
    - With 2 quotes, Matt would like to propose a motion to move forward with this project with the boards approval
    - Expense to facade improvement program
* Curbex Bins
  + - Garbage bins were supposed to be relocated to king street back in June after glass was smashed in June
    - Still waiting on Curbex two months later
    - Have experienced multiple poor experiences with Curbex over the last few years with deadlines missed, wrong signs put up, etc.
    - Matt wants to cancel with them and have 509 billboard promote a QR code/link to a digital map and then there’s also a printed map on the kiosk by the waterfront already
    - Committee is in favour of cancelling
    - How does the board feel about cancelling? Agreed, let town know.
* Inspirational People (Culture Alliance) Banners
  + - The Town of Midland Culture Alliance would like to hang up banners downtown promoting inspirational people in the community
    - 2 people from each town within the area (2 for Midland)
    - 1 banner/pole would be used (banner has 2 people, each on one side)
    - More info emailed from Cher Cunningham [ccunningham@midland.ca](mailto:ccunningham@midland.ca) to the board
    - Board suggested in front of MCC
* Flags of the Fallen (Remembrance Day) Banners
  + - Tim Jenkinson a history teacher at GBDSS
    - Proposal is for his current grade ten history class to select and prepare some of brief biographies with good profile picture of midland veterans and have them printed as banners to hang downtown annually
    - Would select 6 of the best biographies for veterans researched over the last few years by students
    - Tim’s contact is [tjenkinson@scdsb.on.ca](mailto:tjenkinson@scdsb.on.ca)
    - Tell Tim a plan is in motion already, but we’re willing to discuss for the future
    - Matt give Tim a list of veterans names that we’ve highlighted in the past on our smaller banners.
* Preliminary Budget
  + - Matt sent board 2021budget
    - Town of Midland needs the BIA’s 2022 budget request submitted asap
    - The ‘preliminary budget request’ can be in the form of a simple email. Details and board approval are not required at this stage.  This is just to give the Town an idea of your funding request for 2022.
    - 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
* Scott Campbell
  + - Parking is still an issue
    - Matt shared chamber of commerce parking survey, results will be presented to the town council
* Events/Marketing
  + - * August 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 $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%25252525252525252525252525252525252525252525252525252525252525252525252523gid=0)
  2. Current Marketing
     1. Shelby has been doing 2-3 social posts weekly with direction from Matt.
     2. New banners have arrived and are now up, survey is set up on website homepage to survey visitors for grant.
     3. Garbage bins are being relocated to king street shortly (Still waiting on Curbex) << Matt wants to cancel with them and have 509 billboard promote a QR code/link to a digital map and then have a printed map on the kiosk by the waterfront << CANCEL
     4. Website page views in the last 30 days: 5,313 up by 1,340 from previous 30 days
     5. Social analytics in the last 30 days: <https://docs.google.com/spreadsheets/d/1O0KFupRBBW9rXJVqN7KNT-IMVSH5j2F7ms93YDH1kbc/edit?usp=sharing>
     6. 5 new email subscribers in the last 30 days, 29 unsubscribes, 2 subscribes from pop up, and 3,853 total (-24)
     7. $50 in downtown dollars sold
     8. Waiting on collaborative Haus for video and photos, board will review for approval in September
        1. Do a teaser video, launch it at the end of September 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 September
  3. Upcoming Events
     1. Scavenger Hunt
        1. July to the end of September
        2. 6 locations
        3. $100 in downtown dollars will be given away to a lucky winner each month (can only win once)
        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 as of August 24th
     2. Midland Movie Nights
        1. 5 movies happening on July 28th (Frozen 2), August 11 (Big News From Grand Rock), August 25 (Raya and the Last Dragon), September 8 (Soul), and September 22 (Narnia)
        2. Attendance has been 25 to 45 people so far.
        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 up will be a joint effort from Jon Main, Matthew Erochko, Matthew Shepherd, Nicole Major, and Lauryn Nicole’s Summer Student
     3. Farmers Market
        1. Happening every Sunday from 9am to 1pm at 526 Bay Street from now until October 10th
        2. Shelby to reach out to farmer’s market, make print outs and give to market to put on their welcome table advertising downtown Sunday hours >> Farmers’ Market denied request
        3. Hunt for Sunday buskers in 2022
     4. Christmas on King
        1. Matt provided contact info to Courtney for sponsorship package
        2. Matt sent committee bylaws
        3. Splash wants to know what they can do - splash will offer vendors, would like in kind sponsorship (50% of return - $5,000 > time would be $10,000), splash to move forward, splash will document >> Matt to email motion to board to vote on tonight (board agreed to terms)
        4. Splash blurb, on page 2 of sponsorship package okay? > board vote on
        5. Send Courtney updated BIA map with 3 hour parking >> DONE
        6. Send board budget and sponsorship package >> DONE
        7. **September updates …**
        8. Secured 200 trees from Desroches tree farm
        9. Secured 14 foot tree > need permission from town
        10. Received card for tree purchase tips
        11. Garlands and box wood wreaths are ordered
        12. Brochure will be completed next year
        13. Might not be able to do Santas hut
        14. Meeting with Nathania for street window painting late September
  4. Past Events
     1. Shop Local Summer Giveaway
        1. July 1st to July 31st
        2. 36 Businesses participating
        3. $250 giveaway
        4. Purchase of 10$ + will be granted (1) ballot to enter
        5. In-store shopping only
        6. Ran $70.90 in paid social ads
        7. Total earning is $222,453.08
        8. 2,165 enteries
        9. 1,555 new emails added, bringing us now up to 5,381 subscribers
  5. Brainstorming
     1. Plan ahead on marketing moving forward
* Jon Main
* New planners hired
* E-bikes will be banned on the rotary trails
* Rainbow crosswalk installed on First Street and Bay Street in September
* Property Vacancy Committee
  + - Georgian Health Foods is now open at 268 King Street
    - Zanca Restaurant is now open at 290 King Street
* 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
    - 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 \*, and Taylor & Co. Clothiers for $779.07 \* paid in 2020 \*
    - Keep the back facade program going until August 2021
    - $20,000 Budget - $4,269.30 approved
    - $15,730.70 left of budget (minus digital grant and other construction expenses)
    - Back Entrance Facade Improvement Program has ended with $8,538.60 in improvements ($4,269.30 in funding from BIA) helping 5 businesses improve their back entrances
    - Send reminder to BIA members
* Streetscape
  + - Bike repair station set up outside of the Midland Public Library near the bus stop
    - New banners are up, will remain up until October
    - Town of Midland Operations replaced 3 stainless steel ashtrays (previous ones couldn’t be found)
    - Matt fixed light stands/timers on all the light poles to reset them for current sunset times
    - 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
    - Use 411 to report old town library sandwich board set up on corner of huge and king street
* 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
  + Compassion Place Pregnancy & Family Resource Centre joined the BIA as an associate member
* Treasury
* Matt to submit preliminary budget to town Sept 7, 2021

**Motions:**

Motion to accept the meeting minutes from July 6th, 2021

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

Motion to accept the September 7th, 2021 meeting agenda with Murals (Karen Mealing) added

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

Motion to forgoing the availability of 3 quotes, the bia board will proceed with only 2 quotes to paint the alleyways between Arcade Pharmacy and Creative Cut + Bell and TD Bank, hiring Marchand Painting for $6,390.15 this fall >Funds to come from remaining facade improvement program funding

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

Motion to adjourn at 10:41pm

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