



Downtown Simcoe BIA
 (Business Improvement Area)
 MINUTES OF
 Monthly Board of Management Meeting

DATE: Wednesday June 11, 2024 at 12:00 Noon LOCATION: JK’s Restaurant, Simcoe
 PRESENT: Board Members: Brian Jones, Lyndsey Ross, Tiana Moe, Marianne Ward, Councillor Adam Veri, Councillor Doug Brunton, Kathy-Ann Judy Fearon, Laura Downey, Clarence Burke
 STAFF: Les Anderson
 GUESTS:
 REGRETS: Shauna Poulton (OPP),

1.	<p><u>Call to Order / Welcome / Declaration of Pecuniary Interest / Review of Agenda</u></p> <p>12:00 Noon. Brian Jones called the meeting to order. The agenda was reviewed with no additions. Brian Jones declared a pecuniary interest with respect to the Shop Our Town contract extension.</p>
2.	<p><u>OPP Report – Shauna Poulton and Year To Date Statistics</u></p> <p>A report was not available for the meeting. Les will contact Shauna for the report and send it out to the board members along with the year to date statistics.</p>
3.	<p><u>Acceptance of the Board Minutes of May 8, 2024</u></p> <p>Two corrections were made to the minutes of May 8, 2024. Lyndsey Ross was not in attendance and Jonathan Shapira (guest) was not in attendance.</p> <p>MOTION</p> <p>Moved by: Tiana Moe Seconded by: Marianne Ward</p> <p>That the minutes of the Board meeting held on May 8, 2024, be approved as amended.</p> <p>Motion Carried</p>
4.	<p><u>Business Arising From The Minutes</u></p> <p>Items are included under other business.</p>

5. Correspondence

- a) Diabetes Canada re: Request for Sponsorship/Advertising for Their Benefit Show

The Board declined to provide a sponsorship or advertisement and will let the individual businesses and property owners support the benefit if they wish. Les will advise Diabetes Canada.

6. Committee Reports for Board Discussion

6a. Executive Committee

The letter to Norfolk County dated June 5, 2024, regarding the encampment at Talbot Gardens was reviewed and discussed. The response from the CAO was included in the Board package as well. The BIA office continues to receive telephone calls about the lack of services such as washrooms, hand wash stations, fire extinguishers, etc. The Board directed Les to contact Sarah Page, General Manager of Health and Social Services, to see if the Simcoe BIA could provide some of the services.

MOTION

Moved by: Lyndsey Ross

Seconded by: Kathy-Ann Judy Fearon

That the Executive Committee Report for June 2024 be received as information.

Motion Carried

6b. Communications / Special Events

Lyndsey provided an overview of the items discussed at the Communications/Events Committee on June 10, 2024, including the promotional signage, the sidewalk stickers and the events taking place over the next few months.

The Committee discussed the need to extend the contract with Shop Our Town for marketing and digital services from July 1 to September 30, 2024. Shop Our Town has given notice to the Simcoe BIA that this extension will be the last and they will no longer be involved in providing the services after September 30, 2024.

MOTION

Moved by: Lyndsey Ross

Seconded by: Marianne Ward

That the Communications/Events Committee report for June 2024 be received as information.

Motion Carried

MOTION

Moved by: Lyndsey Ross

Seconded by: Laura Downey

That the Board approves an extension to the existing contract with Shop Our Town for marketing and digital services for the period of July 1 to September 30, 2024, and that no further extensions to the existing contract be approved beyond September 30, 2024.

Motion Carried

6c. Beautification Committee

Marianne Ward provided an overview of the items discussed at the Beautification Committee meeting held on June 4, 2024, including the hanging flower baskets, the painted banners, the clean-up day on June 15 and the street level planters.

The committee will continue to look at new planters for Norfolk St. and possibly Robinson St. if the purchase price allows it.

The committee also discussed the current garbage pickup by the Simcoe BIA. A discussion will take place at a future meeting to determine whether or not the Simcoe BIA continues with the garbage collection program after 2024.

Moved by: Tiana Moe

Seconded by: Lyndsey Ross

That the Beautification Committee report for June 2024 be received as information.

Motion Carried

7.	<p>Financial Report</p> <p>The cheque report for the months of April and May were included in the board package as well as a Profit and Loss Statement for the period of January 1 to May 31, 2024. Lyndsey explained some of the expenditures and how they are tracked. Councillor Brunton asked if the BIA was keeping track of the expenses related to the garbage pickup that they provide. The expenses are tracked and sent to Norfolk County staff on a quarterly basis. Les mentioned that the projected cost for garbage collection in 2024 will be approximately \$7,500 to \$8,000 which will exceed the grant of \$7,000 provided by Norfolk County.</p> <p>MOTION</p> <p>Moved by: Lyndsey Ross Seconded by: Kathy Ann Judy Fearon</p> <p>That the Financial Report for June 2024 be accepted as presented.</p> <p>Motion Carried</p>
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8.	<u>Other Business / Round Table</u>	
	a)	<p>Update on the Installation of New Streetlights on Robinson St.</p> <p>Les provided an update on the progress made by Norfolk Simcoe Electric on the installation of the new lights on Robinson St. The south side of Robinson Street has been completed. The north side is yet to be done. Les will follow up with the contractor.</p>
	b)	<p>Update on the Funding From Canada Summer Jobs for the Summer Student</p> <p>Les explained the issue regarding the funding approval for the Canada Summer Jobs Program. Canada Summer Jobs has categorized the Simcoe BIA as a Public Sector employer instead of a Not For Profit employer. This reduces the funding available to hire a summer student. Les will continue to discuss this with our Program contact. He has also corresponded with MP Leslyn Lewis.</p> <p>The Board discussed whether or not to proceed with the reduced funding amount and the consensus was that the BIA utilize the subsidy from the Program and that the Simcoe BIA will contribute to the costs as required.</p> <p>MOTION</p> <p>Moved by: Councillor Doug Brunton Seconded by: Kathy-Ann Judy Fearon</p>

	<p>That the Simcoe BIA accept the approved funding provided by the Canada Summer Jobs Program and that the Simcoe BIA will contribute the required funds to hire a summer student from July 1 to August 30, 2024.</p> <p>Motion Carried</p>
c)	<p>Update on the My Main Street Community Activator Grant Application</p> <p>Les mentioned that our application is still under review and that we should have a response by the end of this week or early next week. The total requested for the grant application is \$130,000.</p>
d)	<p>Presentation by Kay Matthews, Executive Director, OBIAA, to Norfolk County’s Council In Committee Meeting On June 11, 2024 at 1:00 pm</p> <p>Brian and Les attended the Council-In-Committee meeting on June 11, 2024. Kay’s presentation was excellent and it generated some questions and discussion with Council members.</p>
e)	<p>Deputation to Council-In-Committee on June 11, 2024 Regarding the Comprehensive Parking Study and the Staff Report</p> <p>Les provided a deputation on behalf of the Simcoe BIA to address the Comprehensive Parking Study and the staff report related to it. He highlighted some of the history regarding parking suggestions and the need for loading zones in the downtown core. The Simcoe BIA will forward their list of suggested parking spaces and the requests for loading zones to County staff.</p>
f)	<p>“Welcome” Package for New Businesses Opening in Downtown Simcoe – Tiana</p> <p>Tiana spoke about the need for a “Welcome” package for new businesses in the Simcoe BIA area. She is working on developing the package and highlighted some of the information that would be included. Tiana is interested in distributing the packages when they are ready. Tiana and Les will continue to work together and the draft package which will go to the Communications/Events Committee for discussion and approval.</p>
g)	<p>Reminder of Unveiling of the Larry Dawson Plaque on June 22, 2024</p> <p>The Board was reminded of the plaque for Larry Dawson on June 22 at 11:00 am. The Mayor and the members of Council have been invited. The Norfolk Sunrise Rotary Club, the Simcoe & District Chamber of Commerce and the Simcoe Little Theatre have been invited as well.</p>
h)	<p>Simcoe Studio Tour June 21, 22, 23, 2024</p>

	<p>Brian spoke about the Simcoe Studio Tour that is being organized by Michael Barber. This has the potential of being a very successful annual event. The Studio Tour is part of the overall theme of the Norfolk Arts District in Simcoe. The BIA will be hosting some family entertainment on the front lawn of Lynnwood and music at Joy’s Café. The BIA is also providing marketing and promotion for the event through our social media.</p>
<p>i)</p>	<p>Progress on the Approval of New Board Members</p> <p>Councillor Brunton asked if the recommendation has gone forward to the Clerk regarding adding the new board members. Les said that the recommendation from the Board was forwarded to the Clerk with the hope it would be dealt with at the June Council meeting.</p>
<p>k)</p>	<p>Meeting Adjournment</p> <p>Moved by: Lyndsey Ross Seconded by: Councillor Doug Brunton</p> <p>That the Simcoe BIA Board of Management meeting be adjourned at 1:15 pm.</p> <p>Motion Carried</p> <p>Next meeting Date: Wednesday July 10, 2024 at 12:00 pm. Location: JK’s Restaurant</p> <p style="text-align: center;">2024 Downtown Simcoe BIA Board of Management</p>