



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

DATE: Friday September 8, 2023 at 1:00 PM LOCATION: Chamber of Commerce Office, Simcoe
 PRESENT: Board Members: Cam Carter, Joe Botscheller, Brian Jones, Doug Brunton, Lyndsey Ross, Alan Duthie, Tiana Moe, Marianne Ward, Laura Downey, Clarence Burke, (Quorum)
 STAFF: Judy Phibbs, Les Anderson
 GUESTS: None
 REGRETS: Kathy-Ann Judy Fearon, Shauna Poulton (OPP), John Regan, Director - Strategic Innovation and Economic Development (Norfolk County)

1.	<p><u>Call to Order / Welcome / Declaration of Pecuniary Interest / Review of Agenda</u></p> <p>8:30 AM. Cam Carter chaired the meeting, called the meeting to order. Cam reviewed the Agenda. No additions to the Agenda. No Declaration of Pecuniary Interest.</p>
2.	<p><u>OPP Report (Shauna Poulton):</u></p> <p>Did not attend. See attached report.</p> <p>Discussion: Cameras seem to be not working a lot lately. Should cameras be installed in the alley way behind Roulston's? Is there a device that determines distance?</p> <p>Note: A hornet's nest was left in a box at Clarence's business. Suggested that in future, incidents like this be reported through the OPP non-emergency line. Les will add this information into the monthly newsletter to inform downtown business owners. Les checking if perhaps Shauna has OPP non-emergency phone number stickers that business can add to their windows. If not, can we design something?</p>
3.	<p><u>Guest Discussion:</u> John Regan: Director, Strategic Innovation & Economic Development - Norfolk County</p> <p>Could not attend.</p>
4.	<p><u>Election of Officers: President, Vice-President and Treasurer</u></p> <p>Anyone interested in one of the positions should contact Les, Cam or Joe for description of the task. Cam thanked those that have newly joined and that he will be around to help or if questions arise.</p>
5.	<p><u>Acceptance of Minutes – July 14, 2023</u></p> <p><i>MOTION by Brian to accept the meeting minutes of July 14, 2023 with corrections. Seconded by Doug Brunton. All in favour. Carried.</i></p>

6.	<p><u>Business Arising from the Minutes/Updates</u></p> <p>Items will be covered under Other Business.</p>
7.	<p><u>Correspondence</u></p> <p>Sponsorship request letter from Angela Hogeveen, GM Norfolk County Agricultural Society.</p> <p>a) Marianne expressed pecuniary interest for this item as her husband is employed by the Norfolk Agricultural Society.</p> <p>b) Alan Duthie stated that he did not have a pecuniary interest for this item as he is no longer a board member the Norfolk County Fair or a member of the committee involved with sponsorships/donations.</p> <p>c) Brian expressed that there is no advantage for the BIA to support Norfolk County Fair.</p> <p>d) Lyndsey asked: Does BIA get a banner displayed? How are BIA Bucks used? Was it budgeted for?</p> <p>e) Tiana suggested sponsoring with \$1,000 BIA Bucks instead of cash</p> <p>f) Les mentioned that some businesses don't take BIA Bucks</p> <p>g) Joe explained history of BIA Bucks as a loyalty program for businesses, but now they are more like a gift certificate. We also apply an expiry date.</p> <p>h) Cam suggested adding on to the back of BIA Bucks for businesses how to redeem. This could be useful since there are now new businesses downtown.</p> <p>i) Lyndsey requested that BIA Bucks are recorded to track where spent, and also to include us in Social Media tags and contesting.</p> <p><i>MOTION by Brian Jones that we sponsor the Norfolk County Fair with \$1,000.00 in BIA Bucks conditional in getting sponsorship benefits of the \$1,000.00 level. Seconded by Tiana Moe. All in favour. Carried.</i></p>
8.	<p><u>Financial Report:</u> Joe Botscheller, Treasurer</p> <p>Joe presented the Financial Report covering July 1 – August 31, 2023. Activity from the Downtown Friday Nights and expenses reflect this cheque report such as entertainment costs, Black Creek Music, Children's entertainment, etc.</p> <p><i>MOTION by Joe Botscheller to accept the July 1 – August 31, 2023 Financial Report. 2nd by Lyndsey Ross. All in favour. Carried.</i></p> <p>Discussion on how hanging baskets and watering came about. The hanging baskets attract lots of attention from visitors. Perhaps look at a Tender process to check pricing available. Could the watering be a program through Norfolk County using their equipment and a Summer Student position? Or, perhaps NACL? Will review this as part of the Budget Committee.</p>
9.	<p><u>Committee Reports</u></p> <p>9.a Executive Committee: No meeting held.</p>

9.b **Committee of the Whole:** Meeting was held on Friday August 25 at 8:30 AM. Items from the notes will be discussed under Other Business. Committee of the Whole report was received prior to this meeting as information. Next meeting date is Friday September 22, 2023 at 8:30 AM.

Note: The tipping fees were waived from the clean-up of trees and brush at Phoenix Club, which saved a considerable amount of money.

MOTION by Joe Botscheller to accept the Committee of the Whole report of August 25, 2023. 2nd by Brian Jones All in favour. Carried.

10. Other Business / Round Table

10a Les has met with the staff of Lynnwood Arts to discuss the Drive Thru Art Gallery Banner program. Lynnwood does not want to take the lead but will assist with the promotion of the event and the recruitment of artists.

10b The review of the 2023 Downtown Friday Night events was deferred to a future meeting.

10c Planning for the 2024 downtown events needs to begin so that contacts can be made with vendors, food trucks, entertainment, etc. Les is reviewing a grant opportunity called Local Festivals-Building Communities Through Art and Heritage that may provide funding for the Downtown Friday Night events. Les will prepare the application and submit it by the October 15, 2023, deadline.

10d The budget projections to year end as of August 31 were reviewed. The report shows a surplus of \$1,873. Les mentioned that there are a couple of areas in the budget that will probably not be spent by year end and suggested the surplus could be around \$10,000.

10e Discussion took place regarding the 2024 budget and the levy amount required from Norfolk County. Les had provided four different scenarios for the levy amount. This will be discussed at the September 22, 2023, Committee of the Whole Meeting. The budget will be reviewed by the County's Budget Committee on October 26, 2023.

10f The 2022 BIA Audit is being completed by Millard's. Les will follow up with Millard's to see when the audit might be completed. Will hold off setting date for AGM until we receive the financial statements

10g The 2023 Annual General Meeting date is October 25, 2023. A couple of locations were mentioned. Lyndsey will check with the Capitol Arts Market to see if it would be available for the AGM.

10h The new bylaw for establishing the Simcoe Business Improvement area Board of Management was discussed. Les will submit the comments and suggestions to the Clerk's Department. The bylaw will be going to Council for approval on September 19, 2023.

11.	<u>Discussion</u>
11a	Les met with Melissa Culver, Director of Heritage and Culture, to discuss a joint public event to recognize the efforts of the BIA in revitalizing the gazebo. The Heritage and Culture Committee will take the lead role. The Larry Dawson plaque will be unveiled that day as well. Need to contact organizations that Larry was involved with and also contact Larry's sons.
11b	A meeting will be needed to do a budget review, but get new bylaw approved first.
11c	The new bylaw states that the BIA cannot take a position contrary to any decision by Council. What if the majority of the BIA members don't like the decision (ie Parking)? Who other than the BIA would be appropriate to make a deputation to Council?
11d	The new bylaw states that the BIA must provide notification to both the property owners and the businesses for any general meetings. It was mentioned that the BIA does not have all of the information for the property owners. The BIA relies on Norfolk County for some of the information. Les has been in contact with Genevieve Sharback. Cam suggested sending information to the Bylaw Dept. and have them forward it onto the property owner. It's not right to have to do it that way, but our hands are tied. Doug will ask again why it's this way.
11e	Carillon Mews should have a bin for their tenants. Les will refer this to the County CAO and the County Bylaw Department.
11f	Garbage: Can't get ahead of it. Zero respect for garbage being picked up Wednesday only. Garbage dumping is terrible as well. Time to take to social media? Combination of tenants doing it even when their landlord knows.
11g	Suggestion: Could we get a downtown lawyer on the BIA Board? Would help to advise the BIA on legal issues.
11h	Treats In The Streets was discussed. It takes place on October 28 from 11 am to 2 pm. A promotions meeting is needed soon to discuss a plan for promoting the event as well as the Candy Cane Crawl.
11i	The first section of the reconstruction of Colborne St. North is near completion. With the trees gone, it should make a difference in the lighting at night.
11j	Les will have an update for the lighting project on Robinson Street for the next board meeting.
11k	It was suggested that the BIA contact Panorama regarding space at the light-up event. Lyndsey will take the lead on the Candy Cane Crawl. A meeting will take place to discuss the event further.
11l	Lyndsey is organizing a networking lunch for women in business downtown. The BIA will assist Lyndsey in the promotion of the event.
12.	<p><i>MOTION to adjourn by Lyndsey Ross. 2nd by Alan Duthie. All in favour. Carried.</i></p> <p>Meeting Adjourned at 2:55 PM</p> <p><u>Next Meeting Date:</u> Friday October 13, 2023 at 8:30 AM. Location: Simcoe & District Chamber of Commerce office, 10 Argyle St, Simcoe</p>