



**Downtown Simcoe Business Improvement Area
Board of Management Meeting**

Date: Wed. October 9, 2024 **Time:** 12:00 PM

Location: Simcoe BIA Office, 26 Peel St., Simcoe

DATE: October 9, 2024

PRESENT: Tiana Moe, Marianne Ward, Laura Downey, Kathy-Anne Judy Fearon, Clarence Burke

STAFF: Les Anderson

GUESTS: Nathan Kolomaya

REGRETS: Councillor Doug Brunton, Councillor Adam Veri

1. Welcome and Meeting Called to Order

Tiana Moe, Acting Chair, welcomed everyone to the meeting and called the meeting to order at 12:00 pm.

2. Approval of the Agenda

The agenda was reviewed. Les requested that the Simcoe BIA annual general meeting scheduled for November 7, 2024, be added to the agenda for further discussion.

MOTION

Moved by: Marianne Ward

Seconded by: Laura Downey

That the agenda for the Simcoe BIA Board of Management meeting of October 9, 2024, be approved as amended.

Motion Carried

3. Declarations of Pecuniary Interest / Conflict of Interest

There were no declarations of pecuniary interest and/or conflicts of interest.

4. **Acceptance of the Board of Management Minutes of September 11, 2024**

MOTION

Moved by: Laura Downey

Seconded by: Marianne Ward

That the minutes of the Board of Management meeting held on September 11, 2024, be approved.

Motion Carried

5. **Business Arising From the Minutes**

Items will be discussed under other business.

6. **Correspondence**

There was no correspondence received.

Board member Kathy-Ann Fearon left the meeting at 12:17 pm and returned at 12:18 pm.

7. **Committee Reports For Board Discussion**

Executive Committee

There was no report as the Executive Committee did not meet.

Communications / Events Committee

Laura Downey reported that the Committee met on October 13, 2024, and discussed a number of items. The Sidewalk Step Decals are being installed. It looks like there will not be an AMPLIFY Norfolk grant submitted on behalf of the Chambers of Commerce, Boards of Trade and the BIA's. The BIA has volunteered to partner with Panorama on a two sided colour map and also having a scavenger hunt at the park after the lights are turned on. We are waiting for their response. The Simcoe BIA is continuing to work with the Simcoe Advocate on a Simcoe BIA page. The remaining events for 2024 is the Treats In The Streets on October 26 and the Candy Cane Crawl on November 30, both from 11 am to 2 pm.

MOTION

Moved by: Marianne Ward

Seconded by: Laura Downey

That the Communications / Events Committee Report for October 2024 be received as information.

Motion Carried

Beautification Committee

Marianne Ward reported that the Committee met on October 1, 2024, and discussed a number of items including the purchase of new street level planters for Norfolk St. in 2025, Remembrance Day banners, Christmas decorations in the BIA area, the request for quotations for the hanging flower baskets and the partnership with the Norfolk Agricultural Society for Apple Fest.

MOTION

Moved by: Laura Downey

Seconded by: Marianne Ward

That the Beautification Committee Report for October 2024 be received as information.

Motion Carried

8. Financial Report

Les circulated the cheque report and the cash disbursement journal for the month of September 2024. He commented on some of the disbursements and what the payments were for.

Les also reviewed the 2024 Budget and Projections to Year End as of September 30, 2024. A small surplus is currently projected at year end.

MOTION

Moved by: Laura Downey

Seconded by: Marianne Ward

That the financial report for the month of September 2024 be received as information.

Motion Carried

Board member Kathy-Ann Fearon left the meeting at 12:44 pm and returned to the meeting at 12:45 pm.

Board member Clarence Burke entered the meeting at 12:45 pm.

9. Other Business / Round Table

9a. Update on Board Vacancies

Les provided an update on the four Board vacancies that currently exist. In May 2024, the Board submitted Stephen Khalla's name for appointment to the Board.

Three names were submitted to the Clerk's Department on September 12, 2024. They are Stephen Khalla, Morgan Xiola and Nathan Kolomaya. Norfolk County Council will be dealing with the BIA's recommendation on October 9 and October 16, 2024.

9b. Update on the Part Time Position for Marketing and Digital Services

The closing date for receiving applications is Monday October 21, 2024, at 4:00 pm. A couple of board members will be required to do the interviews and make the recommendation for the successful candidate.

9c. Update on the "Welcome" Packages for New and Existing Businesses

The "Welcome" packages for new and existing businesses is currently in the development stage and will be ready for print soon. A further update will be provided to the board.

9d. Update on Creating an Art Incubator Site in Simcoe

Councillor Adam Veri was not in attendance and an update was not available for this meeting.

9e. AMPLIFY Norfolk

Les explained that Norfolk County has announced their AMPLIFY Norfolk grant program. Grants of \$20,000 and \$40,000 are available. Organizations must have matching funds. Events are to take place outside of the regular tourist season. The deadline for applications is November 3, 2024.

The Chambers of Commerce, Boards of Trade and the BIA's are considering submitting one application for events across the County. Specifics of the application are currently being worked out.

9f. Bell Digital Marketing Solutions for BIA's

The OBIAA has entered into a partnership with Bell to assist with providing digital marketing solutions for BIA's and their members. This may be an opportunity for the Simcoe BIA to have a new web site developed. The board was not interested in pursuing this at this time.

9g. Simcoe Advocate Newspaper

Les commented that he has had some discussions with the new Simcoe Advocate newspaper regarding advertising costs and the possibility of a Simcoe BIA page (full page) in the paper. Additional information is needed as to who will solicit the advertising, design, etc.

9h. Partnership With Panorama

Les commented that he met with a representative from Panorama to discuss the possibility of producing a map together for Panorama with businesses advertising on the map. He suggested that consideration be given to a two sided page with a map of the Simcoe BIA area with advertising from the local businesses. There are still a few things to work out including the number of maps to be printed, printing costs and who is responsible for getting the advertising. The maps would be available at Panorama and at some locations in the BIA area.

9i. Gateway Signage and Creative Placemaking

In 2023, the Simcoe BIA received a consultant's report regarding creative placemaking and wayfinding signage. Les also obtained a copy of Brant County's study and report.

Les suggested that the Simcoe BIA look at possible wayfinding signage and directional signage in areas that are on the edge of the BIA area such as Wellington Park and the trail system.

9j. Email to Members of Norfolk County Council and Staff re Public Washrooms

Les mentioned that he read Report OPS-24-025 regarding changes to the service level for portable toilets in Norfolk County and the recommendation to add three additional portable toilets for areas in Norfolk County.

Public washrooms in Simcoe has been an issue for many years, ever since the former Town of Simcoe removed the public washrooms in the Argyle St. parking lot. He felt it was important to at least send an email to members of Council and staff to request consideration of putting portable toilets in downtown Simcoe.

9k. BIA Annual General Meeting

Les mentioned that the 2023 audit would not be completed in time to have the AGM on the date originally planned. Les will follow up with Millard's to see when they expect to have the audit completed. We need to make sure that the proper notice is provided to our members for the AGM.

9l. Clean Up of the Downtown

The board discussed some of the areas that required a cleanup. In particular the front lawn of Lynnwood Arts and the chairs and picnic tables on the front lawn. The garbage can needs to be emptied on a regular basis and the fallen tree limbs should be picked up. It was suggested that the tables and chairs be pressured washed.

9m. Board Discussion Regarding Comments On Social Media

Chair Tiana Moe expressed her condolences on behalf of the board to Kathy-Ann regarding the loss of her mother.

The board discussed some comments that were made on social media (Facebook) and whether it was appropriate or not for board members to comment on social media when they are members of the Simcoe BIA Board of Management.

Board members also discussed the need to ensure that diversity, equity and inclusivity is considered when recruiting board members and committee members.

The board suggested that a policy be developed for:

- a) Board members commenting on social media platforms and
- b) A policy for Diversity, Equity and Inclusion

Les will provide a draft policy for Diversity, Equity and Inclusion for the board to consider.

The board wanted to continue this discussion and ensure that the proper policies are in place. A meeting date has been set for Tuesday October 15, 2024, at 1:00 pm at JK's Restaurant.

10. Next Meeting Dates

The meeting dates listed on the agenda were reviewed and no changes were made.

11. Meeting Adjourned

Moved by: Laura Downey

Seconded by: Marianne Ward

That the Simcoe BIA Board of Management meeting of October 9, 2024, be adjourned at 1:50 pm.

Motion Carried