



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

**Date:** Wed. February 12, 2024 **Time:** 12:00 PM

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

**DATE:** February 12, 2025

**PRESENT:** Tiana Moe, Laura Downey, Morgan Xiola, Stephen Khalla, Councillor Doug Brunton, Councillor Adam Veri

**STAFF:** Les Anderson, Josh Parsons

**GUESTS:** Brandon Sloan, General Manager, Community Development, Norfolk County

**REGRETS:** Marianne Ward, Nathan Kolomaya, Clarence Burke,

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**1. Welcome and Meeting Called to Order**

Tiana Moe, Acting Chair, welcomed everyone to the meeting and called the meeting to order at 12:02 pm.

**2. Approval of the Agenda**

The agenda was reviewed and there were no changes to the agenda.

**MOTION**

**Moved by:** Morgan Xiola

**Seconded by:** Councillor Adam Veri

That the agenda for the Simcoe BIA Board of Management meeting of February 12, 2025, be approved.

**Motion Carried**

**3. Declarations of Pecuniary Interest / Conflict of Interest**

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

4. **Presentation From Brandon Sloan, General Manager, Community Development, Norfolk County re Sale of Pond St. and Argyle St. Properties**

Tiana Moe introduced Brandon Sloan. Brandon presented information related to the future sale of the Pond St. properties and the Argyle St. property. He also reviewed the next steps which will include another report for Council to consider. He anticipates that it will be two to three months before the properties are declared surplus and advertised for sale. The Board had a number of questions which Brandon was able to provide the answers to.

**MOTION**

**Moved by:** Stephen Khalla  
**Seconded by:** Morgan Xiola

That the presentation provided by Brandon Sloan be received as information.

**Motion Carried**

5. **Acceptance of the Board of Management Meeting Minutes of December 11, 2024, and the Meeting Notes of January 8, 2025**

**MOTION**

**Moved by:** Laura Downey  
**Seconded by:** Morgan Xiola

That the minutes of the Board of Management meeting held on December 11, 2024, and the meeting notes of January 8, 2025, be approved.

**Motion Carried**

6. **Business Arising From the Minutes**

Items will be discussed under other business.

7. **Correspondence**

a) Letter to Norfolk County Budget Committee re Parking Enforcement

**MOTION**

**Moved by:** Laura Downey  
**Seconded by:** Stephen Khalla

That the correspondence be received as information.

## **Motion Carried**

### **8. Committee Reports**

#### **Executive Committee**

The Executive Committee report was deferred to the next Board of Management meeting on March 12, 2025.

#### **Beautification Committee**

In the absence of Marianne Ward, Les provided an update from the committee meeting held on February 5, 2025. The committee continued to review the purchase of new planters for Norfolk St. and the planting for 2025. The committee will do a walk around at their March 5 meeting to determine the number of planters and their locations. Les also provided the schedule of events for the Drive Thru Art Gallery banners.

#### **MOTION**

**Moved by:** Morgan Xiola

**Seconded by:** Stephen Khalla

That the Beautification Committee report for the month of February 2025 be received as information.

## **Motion Carried**

#### **Communications / Events Committee**

Laura Downey provided an update from the committee meeting held on February 12, 2025. The committee discussed the Valentine's Day Contest, the Home & Lifestyle Show and had a general discussion about the events and promotions for the BIA. The Insider's Guide is being produced again this year and the BIA will be advertising in the guide. A new street wide banner will be needed to replace the existing banner. Josh will provide some conceptual designs for the committee's consideration.

#### **MOTION**

**Moved by:** Councillor Doug Brunton

**Seconded by:** Stephen Khalla

That the Communications / Events Committee report for the month of February 2025 be received as information.

**Motion Carried**

**9. Financial Report**

Les circulated the cheque report for the month of January 2025. He commented on some of the disbursements and what the payments were for.

The Board was also provided with the 2025 Budget and Projections to Year End as of January 31, 2025.

Councillor Doug Brunton raised the issue of the annual payment for storage at ShurLok Storage. The Simcoe BIA has two garages at an annual cost of \$4,379.76. Councillor Brunton suggested that the BIA explore the possibility of purchasing a storage container and locating it at one of the Simcoe works yards. The BIA would require twenty-four hour access, seven days per week since access to the container would generally be after Norfolk County staff working hours.

Councillor Doug Brunton will discuss this with Norfolk County staff to see if it is possible to locate the storage container on Norfolk County property and allow the required access.

**MOTION**

**Moved by:** Morgan Xiola  
**Seconded by:** Stephen Khalla

That the financial report for the month of January 2025 be received as information.

**Motion Carried**

**10. Other Business / Round Table**

**10a. Update On The Parking Enforcement Meeting On February 3, 2025**

The Board reviewed the information from the Parking Enforcement meeting held on February 3, 2025, at the Simcoe Chamber office. The Board discussed the possibility of having HotSpot do the parking enforcement in Simcoe. Councillor Adam Veri suggested that the Simcoe BIA get copies of previous Norfolk County staff reports that provide additional information about the HotSpot program. The email from Jim Millson, Norfolk County, was also discussed. Jim requested that the group give him some time for the bylaw department to do the parking enforcement now that they have been able to reallocate resources.

**MOTION**

**Moved by:** Councillor Doug Brunton

**Seconded by:** Councillor Adam Veri

That the Simcoe BIA and the working group regarding parking enforcement, let Jim Millson, Manager of Bylaw Enforcement, have the time to do the parking enforcement now that the bylaw department resources have been reallocated as per his email dated February 5, 2025.

**Motion Carried**

**10b. Update On The Downtown Simcoe Working Group**

This was an item identified at the Planning Meeting on January 8, 2025. Les contacted Sarah Page, Norfolk County, to see if there was a similar group still in existence. Sarah mentioned that there is a Homeless Committee and she offered to invite representatives from the BIA to the next meeting in either late February/early March.

**10c. Update On The Canada Summer Jobs Program – “Street Ambassador”**

Our application is currently being reviewed by the Canada Summer Jobs Program. They have not indicated when a decision will be made on the application.

**10d. Update On The 2023 Audit and the Annual General Meeting**

Les provided an update on the 2023 audit. There has been some difficulty providing information but the audit is close to being completed. He also commented that he is working on the information for the 2024 audit and should have the information to Millard's by Friday February 28, 2025.

**10e. Donation for Handy Henry's Skating Rink**

Les mentioned that at the Beautification Committee meeting, the committee felt that the Simcoe BIA should consider providing a donation to Handy Henry for his work in constructing and maintaining the public skating rink in downtown Simcoe. In 2023, the Simcoe BIA provided a donation of \$250.00.

**MOTION**

**Moved by:** Councillor Doug Brunton

**Seconded by:** Councillor Adam Veri

That the Downtown Simcoe BIA provide a donation of \$250.00 to Handy Henry to cover some of the expenses related to his public skating rink on Norfolk St. South.

**Motion Carried**

## **11. Next Meeting Dates**

The meeting dates listed on the agenda were reviewed and no changes were made. There may be a conflict with the March Break. The meeting date will be confirmed.

## **12. Meeting Adjourned**

**Moved by:** Morgan Xiola

**Seconded by:** Stephen Khalla

That the Simcoe BIA Board of Management meeting of February 12, 2025, be adjourned at 1:35 pm.

**Motion Carried**