



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

DATE: Wednesday March 20, 2024 at 12:00 Noon    LOCATION: JK’s Restaurant, Simcoe  
 PRESENT: Board Members: Brian Jones, Lyndsey Ross, Tiana Moe, Marianne Ward, Councilor Adam Veri, Councilor Doug Brunton, Kathy-Ann Judy Fearon, Laura Downey, Clarence Burke  
 STAFF: Les Anderson  
 GUESTS: Trina Hogeveen  
 REGRETS: Shauna Poulton (OPP), John Regan (Norfolk County), Judy Phibbs (staff)

<b>1.</b>	<p><b><u>Call to Order / Welcome / Declaration of Pecuniary Interest / Review of Agenda</u></b></p> <p>12:00 Noon. Brian Jones chaired the meeting, called the meeting to order. Brian reviewed the Agenda. Councillor Doug Brunton requested that the location of board meetings be added to the Agenda. It will be item 6k on the Agenda. Brian Jones declared a pecuniary interest in items related to the marketing and digital services provided to the Simcoe BIA as he is a partner in Shop Our Town. There were no other declarations of pecuniary interest.</p>
<b>2.</b>	<p><b><u>Acceptance of Minutes – February 14, 2024</u></b></p> <p><b>MOTION</b></p> <p><b>Moved by:</b> Lyndsey Ross  <b>Seconded by:</b> Marianne Ward</p> <p>That the meeting minutes of February 14, 2024, be accepted..</p> <p><b>Motion Carried</b></p>
<b>3.</b>	<p><b><u>Business Arising from the Minutes/Updates</u></b></p> <p>Items will be covered under Other Business.</p>
<b>4.</b>	<p><b><u>Correspondence</u></b></p> <p>There was no correspondence for this meeting.</p>
<b>5.</b>	<p><b><u>Committee Reports for Board Discussion</u></b></p>
<b>5a.</b>	<p><b>Communications / Special Events Committee:</b></p>

Lyndsey Ross provided an update on the Easter Event coming up on March 30, 2024. There was some confusion around the map but that has been resolved and a new map will be printed. There are 50 downtown businesses participating in the event.

The motion regarding the extension of the existing contract with Shop Our Town will be dealt with later in this meeting.

**MOTION**

**Moved by:** Lyndsey Ross

**Seconded by:** Marianne Ward

To accept the Communications / Special Events Committee report of March 20, 2024.

**Motion Carried**

**5b. Executive Committee:**

With the permission of the Board, Chair Brian Jones deferred the two items 5b(1) and 5b(2) to the in camera session.

**5c. Beautification Committee**

Marianne Ward reported that the Beautification Committee will be having their first meeting on Tuesday April 2 at the BIA office. Tiana Moe requested that she be added to the committee.

**MOTION**

**Moved by:** Marianne Ward

**Seconded by:** Laura Downey

To accept the Beautification Committee report of March 20, 2024.

**Motion Carried**

**6. Other Business / Round Table**

**a)** With the permission of the Board, Chair Brian Jones deferred item 6a to the in camera session.

**b)** With the permission of the Board, Chair Brian Jones deferred item 6b to the in camera session.

**c) **Norfolk County’s Code of Conduct and Board Members Acknowledgement of Receipt****  
Les Anderson spoke about the importance of Norfolk County’s Code of Conduct and that Board members need to be familiar with it. He also mentioned that each Board member is being provided a binder of information related to being a board member. He distributed the binders and requested that all board members sign the acknowledgement of receipt of the Code of Conduct policy.

**d)** With the permission of the Board, Chair Brian Jones deferred item 6d to the in camera session.

<p>e)</p>	<p><b>Approval of Single Source Supply for the Hanging Flower Baskets</b>  Les explained the memo regarding the purchase of the hanging flower baskets for 2024. The Simcoe BIA initiated the Request for Quotes as per the Purchasing Policy, however Eising’s informed the BIA that they had already started the plants last fall and had assumed that they would be supplying the flowers in 2024. Les mentioned that this is only for 2024 and the Request For Quotations will be completed in the fall of 2024 for the year 2025.</p> <p><b>MOTION</b></p> <p><b>Moved by:</b> Marianne Ward  <b>Seconded by:</b> Tiana Moe</p> <p>That the Single Source Supply for the hanging flower baskets purchased from Eising’s be approved as a one-time approval for 2024 as per the memo included in the Board Agenda package.</p> <p><b>Motion Carried</b></p>
<p>f)</p>	<p><b>Installation of Robinson St. Lights and Poles</b>  Buch Electric has informed the Simcoe BIA that they are ready to do the installation and should be starting on Monday March 25, 2024. Les to follow up with Buch Electric.</p>
<p>g)</p>	<p><b>Financial Report</b>  Treasurer Lyndsey Ross reviewed the cheque report for the month of February and the 2024 Budget and Projections to Year End February 29, 2024. Les mentioned that the projected costs currently show a deficit at year end but that will change once we receive our first levy payment.</p> <p><b>MOTION</b></p> <p><b>Moved by:</b> Lyndsey Ross  <b>Seconded by:</b> Kathy Ann Judy Fearon</p> <p>To accept the Financial Report for the month of February 2024, as presented.</p> <p><b>Motion Carried</b></p>
<p>h)</p>	<p><b>Legal Discussion Regarding BIA Contests and Written Permission From Contestants</b>  Brian Jones spoke briefly about this item and suggested that he will bring back more information at a future meeting.</p>
<p>i)</p>	<p><b>OPP Report for the Month of February and the Year To Date Statistics</b>  Shauna Poulton was not able to attend the meeting. Les commented on the total statistics year to date. It was suggested that the Simcoe BIA do a video with Shauna to highlight the downtown from the police officer’s perspective.</p>
<p>6j)</p>	<p><b>John Regan, Director, Strategic Innovation &amp; Economic Development</b>  John Regan was unable to attend the meeting and an update from Economic Development was not received.</p>

**6k) Location of BIA Board Meetings**

Councillor Doug Brunton raised the issue of having BIA Board meetings at a local restaurant. After discussing this with the CAO and the Clerk, they felt it may be more appropriate to have the meetings in the County's Council Chambers. Les Anderson mentioned that many of the BIA's rotate their meeting location in a way of supporting their members. He also mentioned that we could return to having the board meetings at the Simcoe BIA office.

**6l) In Camera Session**

Due to the expressed differences by board members on the procedures for an in camera session, the in camera session did not take place and the items were deferred to a future meeting.

**7. Communications Committee Motion to Extend the Existing Contract For Marketing and Digital Services With Shop Our Town**

Chair Brian Jones reiterated his declaration of conflict of interest in the discussions related to the RFP for Marketing and Digital Services for the Simcoe BIA and he did not participate in the discussion or the voting regarding the RFP and the extension to the existing contract with Shop Our Town.

Discussion took place about extending the existing contract with Shop Our Town given that the RFP for similar services has been suspended until issues with the purchasing policy are dealt with. The suggestion was for a three month period from April 1, 2024 to June 30, 2024. It was also suggested that the board consider a month to month extension to the contract.

**MOTION**

**Moved by:** Lyndsey Ross

**Seconded by:** Kathy Ann Judy Fearon

That the existing Marketing and Digital Services contract with Shop Our Town, approved by the Simcoe BIA Board of Management and Norfolk County Council, be extended to June 30, 2024.

**Motion Carried**

**8. Moved by:** Marianne Ward

**Seconded by:** Kathy-Anne Judy Fearon

That the \$4,000.00 retainer fee paid to Lehrner's Law Firm be approved and that any funds leftover funds be returned to the Simcoe BIA.

**Motion Carried**

**Meeting Adjournment**

**Moved by:** Marianne Ward

**Seconded by:** Kathy-Anne Judy Fearon

That the Simcoe BIA Board of Management meeting be adjourned at 1:40 pm.

**Motion Carried**

**Next Meeting Date:** Wednesday April 10, 2024. Location: JK's Restaurant

**2023 Downtown Simcoe BIA Board of Management**