



**Simcoe BIA Board of Management
Strategic Planning Meeting
Wednesday January 8, 2025 at 12:00 pm
Riversyde 83**

AGENDA

- 12:00 pm **Review of 2024**
- What worked, what did not work
- 12:15 pm **Planning for 2025**
- Out with some old, in with some new?
 - What should we do differently from 2024?
 - Major purchases planned for 2025 such as
 - New street level planters
 - New Christmas lights / redesign of Christmas lights for downtown
 - New wayfinding/directional signage
 - Explore the purchase and installation of a digital sign for Norfolk St. South
- 12:45 pm **What are the top 3 priorities for the Simcoe BIA in 2025**
- Keeping in mind the staff and volunteer resources that we have, the mandate of the Simcoe Business Improvement Area and the responsibilities of Norfolk County, what are the top 3 priorities for 2025?
- 1:30 pm **Survey the members of the Simcoe BIA to get their feedback on items such as:**
- Collect basic information on the business or property owner
 - Comments on our events
 - Did the member attend any of the events
 - Comments on our communications with the members
 - What items do the members appreciate most with respect to the BIA beautification
 - Do the members currently follow the BIA on social media and what is the preferred platform?
 - The BIA is involved in many things throughout the year. What would you like to see more of? What would you like to see less of?
- 1:45 pm **What could be the game changer to put Downtown Simcoe “back on the map?”**
- Is there a significant project or an event that would put Downtown Simcoe “back on the map?”

1:55 pm

Next Steps

- Work from today's discussions are assigned to the committees for their review and recommendation(s) to the board

2:00 pm

Meeting Adjourned