



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

DATE: Friday June 9, 2023 at 8:30 AM      LOCATION: In person & via Zoom  
 PRESENT: Board Members: Joe Botscheller, Brian Jones, Doug Brunton, Lyndsey Ross, Clarence Burke  
 (Not a Quorum)  
 STAFF: Judy Phibbs, Les Anderson  
 GUESTS: Chris Garwood (Norfolk County)  
 REGRETS: Cam Carter, Kathy-Ann Judy Fearon, Jason Watson, Tiana Moe, Shauna Poulton (OPP), Alan  
 Duthie, Marianne Ward, Laura Downey

1.	<p><b><u>Call to Order / Welcome / Declaration of Pecuniary Interest / Review of Agenda</u></b></p> <p>8:30 AM. Les Anderson chaired the meeting, called the meeting to order. Les reviewed the Agenda. No additions to the Agenda. No Declaration of Pecuniary Interest. Since there was not a quorum, no recommendations or motions will be dealt with.</p> <p>Correction: Financial Report from May 12 meeting, presented by Joe Botscheller was not included in the minutes. Judy will send the Financial Report to all Board Members.</p>
2.	<p><b><u>Guest Discussion</u></b> – Norfolk OPP</p> <p>No report. Shauna Poulton was not in attendance but her report was given to Les. Suggestion that if we are able to get more cameras, there are a couple locations the OPP would like to see covered.</p>
3.	<p><b><u>Guest Discussion &amp; Welcome</u></b> – Chris Garwood (Norfolk County)</p> <p>Majority of last newsletter items are happening now. The following 3 events coming up:</p> <ol style="list-style-type: none"> <li>1. June 13 at 5:00 PM is a free workshop on social media at Venture Norfolk. This is monthly workshop but will be taking a break for the summer then resuming in September. Announced in the monthly Norfolk County newsletter and Facebook. Website is being re-done so it's not listed there. BIA, Chamber, Board of Trade are also included to distribute to their members. Lyndsey mentioned that the newsletter should be emailed directly to business owners as she isn't seeing anything. Chris to check into this. Suggestion for Chris to send out a link. Example: Are you a business owner? Sign up here to receive newsletter</li> <li>2. A meeting with KPMG, consultants for the Norfolk County Strategic Plan, is being held June 27 at 6:30 PM in Dogwood Room of the Simcoe Rec Centre. This is a Council priority. An invitation has been sent to BIA. Would be great for us to attend. Check the County website to find more information.</li> <li>3. Workplace Planning Board of Grand Erie. Workplace Planning Board of Grand Erie is willing to present the survey results from their EmployerOne Survey for Norfolk County. Chris can arrange, if we are interested, to add a 15-minute presentation onto our Agenda for an upcoming meeting. We will discuss if we want to hear the presentation and choose a date, if necessary.</li> </ol>
4.	<p><b><u>Acceptance of Minutes – May 12, 2023</u></b></p> <p><i>MOTION: No motion put forward as there was no quorum.</i></p>

5.	<p><b><u>Financial Report</u></b> - Joe Botscheller</p> <p>Joe presented Financial Report for May, 2023. Large expenses this month include Mother’s Day contest, signs, Downtown Friday Night expenses and entertainment costs, Black Creek Music.</p> <p><i>MOTION: No motion put forward as there was no quorum.</i></p>
6.	<p><b><u>Business Arising from the Minutes/Updates</u></b> - Items will be covered under Other Business.</p>
7.	<p><b><u>Correspondence:</u></b></p> <ol style="list-style-type: none"> <li>1. Correspondence from Richard Hareychuk (support for Ukraine). If he is looking for financial assistance, we will require more information. We should get a sample of what he has. We can circulate his info in our newsletter. If he has a particular product, we can make it available to our members for pick up in the BIA office.</li> <li>2. Beat Bard Bits-Joy Allgood and Dave Kent. Looking for Production sponsorship at a summer outdoor production being held over the Civic Holiday weekend in the bandshell at the Lynnwood Arts. They are in Friendship Festival’s advertising. Les will follow up with Joy to let her know that it may be a little noisy with our Friday Night event going at the same time.</li> </ol>
8.	<p><b><u>Committee Reports</u></b></p> <p><b>Executive Committee:</b> No meeting held.</p> <p><b>Committee of the Whole:</b> Meeting was held on Friday May 26 at 8:30 AM. Items from the notes will be discussed under Other Business. Committee of the Whole report was received as information prior to this meeting. Next meeting date is Friday June 23, 2023 at 8:30 AM.</p>
9.	<p><b><u>Other Business / Round Table</u></b></p> <p><b>9a</b> Drive through Art Gallery. Banners specific to Argyle Street will be installed on both sides of that street. Also, banners will be placed between the trees on Lynwood Arts front lawn and down Culver Street (Bev’s Chip Wagon). Plaid banners will be placed down Norfolk Street. Since we have a limited # of banners this year, a mix of migrant workers themed banners will be included.</p> <p><b>9b</b> Hanging baskets went up last week. Installed on every other pole to avoid cameras. Purchased two-sided banners to go on every other pole where there is no hanging basket. They are on the street side of the pole.</p> <p><b>9c</b> Clarence spoke of doing 2 corner windows of his business with TVs to advertise; would there be any objection? He currently puts items in the window that creates interest. We agreed it’s a great idea. Les will check if it’s ok re flashing, scrolling, brightness, etc. If approved, we can add into our newsletter. Blue Elephant, Venture Norfolk, and the Simcoe and District Chamber of Commerce are examples of who has this type of advertising.</p> <p><b>9d</b> Planters are planted. Hockley’s Landscaping is watering the planters and hanging baskets. Les still checking for planter options. Joe suggested contacting the Delhi BIA for information on their planters. Eising’s is small compared to Tillsonburg planter.</p>

9e	Downtown Friday Nights: Next week will be the 2 <sup>nd</sup> event. Good number of volunteers including the Simcoe Composite Cheerleading Team. Need help at Pond & Argyle due to car show. Couple of more vendors signed up. No food trucks. Good for JK's, Tito's, Golden Restaurant, and Bev's Chip Wagon. Suggest telling them this is a good opportunity for them to "cash in" by perhaps coming up with a Friday Night Special. JK's has applied for a patio; expecting to hear very soon. Can be barricaded off by cement block with pressure treated posts. Clarence has a large quantity in his basement and has offered them to us. Can also store in the back alley when not in use.
9f	Hot dog stand: no longer at Canadian Tire. Is there an opportunity to have one in downtown?
9g	Ensure with Norfolk County Roads Dept. that we have enough barricades for Argyle and side streets. Need something more visible on Norfolk as public didn't realize it was closed. Bill Cridland has assured us that there will be more barricades available. Lyndsey suggested that we email Bill Cridland directly for requests.
9h	Downtown Friday Night: Les sent out the budget. Lots of comments about close proximity to food, shade. July event will have Corvette Club of Hamilton, Indulge Ice Cream, Riversyde 83, and hopefully Judd's strawberries.
9i	Two donation requests. One from Friendship Festival which we donated to last year. If we do donate, we need to be sure that they are not doing anything on the Downtown Friday Night that we have already arranged. Les said that we were one of the sponsors for the community stage last year. This year we can sponsor the Opening Ceremonies. Les is checking this with Tony Duclos.
9j	Gazebo: Lyndsey to contact Bill Cridland to request brush cleanup near gazebo. The County was asked last fall, but nothing has been done.
9k	Grant opportunities: There is a grant opportunity from Festivals Ontario that would assist with the costs for four of the Friday Night events next year. The deadline to apply is October 6, 2023, for the 2024 events. Trillium foundation has an opportunity for capital grants. Minimum \$10K. Cannot buy property ie. the former Esso station. Also, Venture Norfolk has not reviewed our grant application there, but Les has been in contact with them.
9l	Vacant property occupied by Handy Henry's. Could it have a hot dog stand for the summer as an outreach program between BIA and street people? Joe has been in contact with the former hot dog vendor from Canadian Tire that retired.
9m	Financial projection: We need to give thought to where we can find additional funding. County has notified us that June 1 <sup>st</sup> was date for levy installment and next one is November. We need it sooner than that, and the County will check that if once the installment is approved, could it be paid out to us one month later.
10.	<p><i>No motion to adjourn was put forward, because no quorum.</i> Meeting ended at 9:45 AM</p> <p><b><u>Next Meeting Date:</u></b> Friday August 11, 2023 at 8:30 AM. <b>Location:</b> In-Person or via Zoom</p>

**2023 Downtown Simcoe BIA Board of Management**