



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

**Date:** Wed. September 11, 2024 **Time:** 12:00 PM

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

**DATE:** August 14, 2024

**PRESENT:** Tiana Moe, Councillor Doug Brunton, Marianne Ward, Laura Downey,  
Clarence Burke, Councillor Adam Veri

**STAFF:** Les Anderson

**GUESTS:** Stephen Khalla

**REGRETS:** Kathy-Ann Judy Fearon

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

Tiana Moe, Acting Chair, welcomed everyone to the meeting and called the meeting to order at 12:05 pm.

**2. Approval of the Agenda**

The agenda was reviewed. Item 9f was added, Sponsorship of the Legacy Award for the Simcoe and District Chamber of Commerce Annual Awards.

**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 July 10, 2024**

**MOTION**

**Moved by:** Marianne Ward

**Seconded by:** Councillor Adam Veri

That the minutes of the Board of Management meeting held on July 10, 2024, be approved.

**Motion Carried**

## 5. **Business Arising From the Minutes**

Items will be discussed under other business.

## 6. **Correspondence**

1. Norfolk County Sports Hall of Recognition – Thank you letter re sponsorship in 30<sup>th</sup> Anniversary Program
2. Letter to the Norfolk County Police Services Board and the Inspector of the OPP Detachment re Operating Costs for the Security Cameras
3. Email From Lori Yeo re Delhi Community Health Centre Fundraising Gala

### **MOTION**

**Moved by:** Councillor Adam Veri

**Seconded by:** Councillor Doug Brunton

That the correspondence be received as information.

### **Motion Carried**

## 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 August 12, 2024, and discussed a number of items including the sidewalk sticker program, the welcome package for new businesses, information package for existing businesses and Apple Fest on September 28, 2024. The Committee also discussed the upcoming events and the Committee decided to cancel the Friday September 13 event. Discussion also took place around possible Christmas events.

The Committee discussed the draft budget for 2025 and did not make any changes at this time.

The Committee reviewed the Marketing and Digital Services for the Simcoe BIA and the option of hiring a part time contract staff versus using the Request For Proposals for the services. After reviewing the information provided to the Committee, they made the following recommendation to the Board for approval.

## **MOTION**

**Moved by:** Laura Downey

**Seconded by:** Councillor Doug Brunton

That the Simcoe BIA hire a part time contract staff person to provide the Marketing and Digital Services for the BIA at ten (10) hours per week, with the hourly rate range of \$20.00 to \$25.00.

### **Motion Carried**

The Board directed the Coordinator to draft an advertisement and job description for the position and circulate it to all Board members for their review.

## **MOTION**

**Moved by:** Laura Downey

**Seconded by:** Councillor Adam Veri

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

### **Motion Carried**

## **Beautification Committee**

## **MOTION**

**Moved by:** Councillor Doug Brunton

**Seconded by:** Councillor Adam Veri

That the Simcoe BIA discontinue the collection of garbage in the Simcoe BIA area effective January 1, 2025, and further that the responsibility for the collection of garbage from the waste containers be provided by Norfolk County.

### **Motion Carried**

The Board directed the Coordinator to send a letter to the appropriate staff, including the CAO and Clerk, regarding the approved motion.

## **MOTION**

**Moved by:** Clarence Burke

**Seconded by:** Marianne Ward

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

**Motion Carried**

**8. Financial Report**

Les circulated the cheque report and the disbursements journal for the month of July 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 July 31, 2024. A surplus is projected at year end.

**9. Other Business / Round Table**

**9a. Board Vacancies**

Les provided an update on the Board vacancies. There are currently four vacancies and one name has been put forward to Norfolk County Council for their consideration and approval. Various possible candidates were discussed and board members offered to talk to the individuals to see if they are interested in serving on the Board of Management.

**9b. 2025 Budget Discussion for General Operations, Strategic Planning and Miscellaneous**

The Board briefly discussed the budgets for General Operations, Strategic Planning and Miscellaneous. There were no changes made at this time.

**9c. 2025 Budget Decisions That Would Affect The Levy Amount**

The Board reviewed the document "Items That Could Affect the Budget and Levy Amount". The major items include garbage collection by the Simcoe BIA, the marketing and digital services contract and the rental fees for the Wifi system to support the security cameras.

The Board suggested that the requested levy amount for 2025 remain at the 2024 amount of \$180,000. Les will provide two or three different budget scenarios for the Board to consider. Approval of the draft 2025 operating budget should be done at the September board meeting if possible so that it can be provided to the Norfolk County Council Budget Committee.

#### **9d. Marketing and Digital Services – RFP Versus Hiring a Part Time Contract Employee**

This agenda item was covered under the Communications / Events Committee report.

#### **9e. Creating An Art Incubator Site in Simcoe**

Councillor Adam Veri introduced the concept of creating an Art Incubator site in Simcoe. Adam explained how this might work and some of the groups that may get involved. Adam agreed to bring back more information at a future meeting.

#### **9f. Sponsorship of the Legacy Award for the Annual Simcoe and District Chamber of Commerce Awards Banquet**

The Simcoe and District Chamber of Commerce asked if the Simcoe BIA would like to sponsor the Legacy Award. This is a new award that will be given to a very long standing business in Norfolk. If the BIA would like to do this, the first couple of winners could be within the BIA area. The cost is \$750 per year. The Board chose not to get involved at this time.

### **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:** Councillor Doug Brunton

That the Simcoe BIA Board of Management meeting of August 14, 2024, be adjourned at 1:37 pm.

**Motion Carried**