



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

DATE: Wednesday January 17, 2024 at 12:00 Noon    LOCATION: JK’s Restaurant, Simcoe  
 PRESENT: Board Members: Brian Jones, Lyndsey Ross, Marianne Ward, Councilor Doug Brunton, Kathy-Ann Judy Fearon, Laura Downey (Quorum = 5)  
 STAFF: Les Anderson  
 GUESTS:  
 REGRETS: Shauna Poulton (OPP), John Regan (Norfolk County), Sue Gardner (Norfolk County), Councilor Alan Duthie, Tiana Moe, and Judy Phibbs (staff)

<b>1.</b>	<p><b><u>Call to Order / Welcome / Declaration of Pecuniary Interest / Review of Agenda</u></b></p> <p>Brian Jones chaired the meeting and called the meeting to order at 12:00 noon. Brian reviewed the Agenda. There were no additions to the Agenda. Brian Jones declared a pecuniary interest in items related to the 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>John Regan and Sue Gardner, Norfolk County Strategic Innovation &amp; Economic Development</u></b></p> <p>John Regan and Sue Gardner were unable to attend the meeting. They will be invited to the February 14 meeting.</p>
<b>3.</b>	<p><b><u>Shauna Poulton – OPP</u></b></p> <p>Shauna was unable to attend the meeting. Attached is the December 2023 OPP Report provided by Shauna and the Year-To-Date Report of the Norfolk OPP Occurrences. This was emailed to all board members prior to this meeting.</p> <p><b>MOTION</b></p> <p><b>Moved by:</b> Kathy-Ann Judy Fearon  <b>Seconded by:</b> Doug Brunton</p> <p>That the December 2023 OPP Report and the Year-To-Date Report of the Norfolk OPP Occurrences be accepted as presented.</p> <p><b>Motion Carried</b></p>

**4. Acceptance of Minutes – December 10, 2023**

**MOTION**

**Moved by:** Lyndsey Ross

**Seconded by:** Marianne Ward

That the meeting minutes of December 10, 2023, meeting and the Amendment to the meeting minutes of November 8, 2023, be accepted.

**Motion Carried**

**5. Business Arising from the Minutes/Updates**

Items will be covered under Other Business.

**6. Correspondence**

- a) Letter to the Norfolk Detachment OPP regarding the sharing of costs for the security cameras was discussed. Councilor Doug Brunton commented that it is reasonable to expect the OPP to contribute to the cost since they are the primary user of the cameras.
- b) An email from Joe Botscheller, Past Treasurer, announcing his retirement from the Management Board effective December 15, 2023.
- c) An email from Cam Carter, Past Chair, announcing his retirement from the Management Board effective December 24, 2023.
- d) A letter was sent from the Simcoe BIA to members of Council and senior staff regarding the reduction in the grant request from \$14,000 to \$7,000. This will be discussed further under Other Business items 9a and 9b.

On behalf of the Board, Brian Jones expressed our sincere appreciation to Cam and Joe for their work on the board and their commitment to the Simcoe downtown.

**MOTION**

**Moved by:** Lyndsey Ross

**Seconded by:** Laura Downey

That the correspondence be received as information.

**Motion Carried**

**7. Financial Report: Lyndsey Ross, Treasurer**

Lyndsey Ross presented the Financial Report for December 2023, which was emailed to Board members in their agenda package. Lyndsey reported that she is in the process of setting up the financial information in the QuickBooks program. Les reported that there were some supplies purchased prior to yearend but the projected expenditures still reflects a surplus of approximately \$14,000 (unaudited). There were no questions or concerns from the board members.

**MOTION**

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

**Seconded by:** Marianne Ward

That the Treasurer’s Financial Report for the month of December 2023 be accepted as presented.

**Motion Carried**

**8. Committee Reports for Board Discussion**

**Executive Committee:** Did not meet.

**Communications / Special Events:** RFP for Marketing and Digital Services

Lyndsey provided an update on some of the events and mentioned that the Valentine’s Day Contest will be taking place again this year. The draw will take place on Wednesday February 14.

RFP for Marketing and Digital Services

Lyndsey introduced the draft RFP for Digital Services and asked for discussion. Councilor Doug Brunton said that in his discussions with County staff, Norfolk County is looking at taking over the digital services for the Simcoe BIA. This could result in savings to the BIA. However, it would not be entirely free as there would probably be an interdepartmental charge for their services.

Some board members expressed their concern that the County Communications Department would not be able to provide the level of service that the BIA requires. It was suggested that Norfolk County be provided a copy of the RFP so that they may consider providing a proposal. Les also mentioned that the RFP will not be distributed until the Purchasing Policy has been approved. Councilor Doug Brunton wanted to be assured that the RFP would not be made public until the Purchasing Policy has been completed and approved by Norfolk County.

**MOTION**

**Moved by:** Lyndsey Ross

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

That Councilor Doug Brunton’s comments regarding Norfolk County’s interest in the BIA’s digital services and his concern about the RFP following the completion of the Purchasing Policy be received as information, and further that, the RFP for Digital Services not be distributed until the Purchasing Policy is finalized.

**Motion Carried**

Brian provided an overview of the various events and projects that the Simcoe BIA has been involved with over the past five years.

**MOTION**

**Moved by:** Lyndsey Ross

**Seconded by:** Laura Downey

That the Communications Report be received as information.

**Motion Carried**

**9. Other Business / Round Table**

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|-----------|---|
| <b>a)</b> | <u>Update on the Simcoe BIA Budget Approval From Norfolk County</u><br>The 2024 budget was approved by Norfolk County Council with the change in the grant request of \$14,000 to \$7,000.  |
| <b>b)</b> | <u>Deputation to Council In Committee on January 16, 2023 – re Request for the Grant</u><br>Les summarized the deputation and felt that it was clear that the Simcoe BIA grant request was not going to change from the \$7,000 amount that was approved. Councilor Doug Brunton provided his comments on the grant request versus the cost for the County to provide the same level of service. A motion by Councilor Brunton at the Council-In-Committee meeting to get additional information on the waste collection program was narrowly approved. |
| <b>c)</b> | <u>Update on the Simcoe BIA Purchasing Policy</u><br>Les mentioned that there have been a number of changes going back and forth between Treasurer Amy Fanning and himself. Hopefully the policy will be completed soon and the Norfolk County Treasurer can sign off on the document.  |

	<p>Councilor Brunton asked that the RFP for Digital Services not be released until the Purchasing Policy has been approved.</p>
d)	<p><u>Update on the Installation of the Robinson St. Poles and Lights</u>  Les provided an update on the delivery of the equipment. The light fixtures have arrived and are stored in the County works yard. The posts should be delivered this week. Buch Electric will be removing the cameras prior to the work beginning. Bill Cridland, Norfolk County, has offered to assist with sectioning the road off when required.</p>
e)	<p><u>Update on the Lights Installed on Colborne St. North</u>  Les mentioned that the BIA has received a number of complaints about the condition of the poles, the type and length of bolt used to attach the lights and the length of time it took to get the lights up following the completion of the roadwork. There appears to be two poles missing and Les is following up with County staff. A security camera is missing as well and we may have to access our insurance to replace it if it cannot be found.</p>
f)	<p><u>Update on the Grant Applications</u>  Les provided an update on the grant submissions. The application for a summer student has been submitted and we have received verbal confirmation that the application is completed properly. Other grant applications will be following throughout February and March.</p>
g)	<p><u>2023 Budget and Projections to Year End as of December 31, 2023</u>  Les noted that the expenditures to year end were a little less than what he anticipated. The unaudited surplus for 2023 is approximately \$16,400.</p>
h)	<p><u>Update on the 2023 Total Cost of the Waste Collection by the Simcoe BIA</u>  Les reported that the waste collection for 2023 cost \$15,965, which is \$1,965 greater than the grant received from Norfolk County. The over expenditure was covered by savings in other areas of our budget. This information has been provided to Norfolk County staff as well.</p>
i)	<p><u>Update on Information Binders for Directors Including Job Descriptions</u>  Les said that the binders are being put together and will be available soon. There is a section for the Simcoe BIA By-law, the Code of Conduct. Policies, Training, Provincial information for BIA's and board minutes.</p>
j)	<p><u>Property Taxes Versus a Levy Applied to Not For Profit Charitable Organizations</u>  Just prior to the meeting, Les received correspondence from Rob Fleming, Norfolk County, regarding the assessment amounts per property type. The total assessed value currently being used to</p>

	<p>calculate the BIA levy is \$40,894,227. Les will get more information from Rob on the levy portion and charitable organizations.</p>
<p><b>k)</b></p>	<p><u>Update on Parking Studies Completed for Downtown Simcoe – 2022 and 2023</u>  Les had contacted Brandon Sloan, Norfolk County, regarding reports from parking studies that had been completed downtown. Brandon is not aware of any reports being written. Bill Cridland, Norfolk County, replied that he was not aware of any reports but they will be finalizing the County wide study soon and there will be a written report for it.</p>
<p><b>l)</b></p>	<p>The Simcoe BIA will be holding a brainstorming session for the downtown businesses on January 31 at Lynnwood Arts. Les was instructed to invite Brandon Sloan, John Regan and Susan Gardner to the BIA Brainstorming Session on January 31.</p>
<p><b>m)</b></p> <p><b>n)</b></p>	<p><u>Amplify Norfolk</u>  The board discussed Amplify Norfolk and the requirements for applying for funding. Les suggested that the Amplify Norfolk grant application be used for the Friday night kickoff for the Heritage and Friendship Festival. The board agreed. There were a number of questions regarding the application, the effect of Amplify Norfolk on tourism in Norfolk County and what are the key performance guidelines or indicators for the grant.</p> <p><b>MOTION</b></p> <p><b>Moved by:</b> Councilor Doug Brunton  <b>Seconded by:</b> Lyndsey Ross</p> <p>That Brandon Sloan, Norfolk County, be invited to the February 14 board meeting to discuss Amplify Norfolk.</p> <p><b>Motion Carried</b></p> <p><u>Downtown Friday Nights</u>  Brian introduced the idea of creating Artisan’s Alley. This concept was developed a number of years ago for the Simcoe BIA but was not implemented. Brian had a map/diagram of how the Artisan’s Alley could look. There would be some work to do prior to such as grading the alley and doing a cleanup. The Alley could host live music and vendors. Brian has also talked to the owner of a wrestling business about possibly doing a performance at the Kent St. South parking lot.</p> <p>More information will come to Committee and the board for discussion.</p>

	<p><b>o)</b> <u>Argyle St. Parking Lot</u> Les mentioned that the Argyle St. parking lot has been scheduled for a rebuild in the past couple of years. He will find out if it is happening this year.</p> <p><b>p)</b> <u>Downtown Dragon’s Den</u> Brian introduced the concept of having a contest to offer assistance to someone wanting to open up a business in the downtown Simcoe BIA area. It would be a four month campaign and proposals would be accepted and a committee would pick the winning proposal. It needs to be a business that will fit with our downtown and one that will be part of the future. We would need to work with the property owner of a vacant space to see if they would like to contribute to the cost. Brian mentioned that Venture Norfolk would be interested in this proposal. A meeting will be set up with Venture Norfolk, Brian and Les. More information will follow.</p> <p><b>q)</b> <u>Friday the 13<sup>th</sup> Event</u> Clarence raised the idea of having a Friday the 13<sup>th</sup> event to coincide with the event in Port Dover. Given the traffic that goes through the downtown we could participate by having business people dress up for Friday 13<sup>th</sup> or have window decorating. The next Friday the 13<sup>th</sup> is Friday September 13, 2024. The board agreed that this would be something to look into further. More information will follow.</p>
<p><b>11.</b></p>	<p><b>MOTION</b></p> <p><b>Moved by:</b> Laura Downey <b>Seconded by:</b> Marianne Ward</p> <p>That the Simcoe BIA Board of Management meeting be adjourned at 1:45 PM.</p> <p><b>Motion Carried</b></p> <p><b><u>Next Meeting Date:</u></b> Wednesday February 14, 2024., 12:00 noon at JK’s Restaurant</p>