



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

DATE: Friday March 10, 2023 at 8:30 AM      LOCATION: In person & via Zoom  
PRESENT: Board Members: Les Anderson, Joe Botscheller, Brian Jones, Alan Duthie, Doug Brunton,  
Tiana Moe (Quorum)  
STAFF: Judy Phibbs  
GUESTS: Matt McGuinty & Dallas Waldo (Norfolk County), Joy Allgood  
REGRETS: Lyndsey Ross, Kathy-Ann Judy Fearon, Jason Watson

**1. Call to Order / Welcome / Declaration of Pecuniary Interest / Review of Agenda**

8:30 AM. Cam Carter chaired the meeting, called meeting to order. Cam reviewed the Agenda. No additions to the Agenda. No Declaration of Pecuniary Interest.

**2. Guest Discussion & Welcome – Matt McGuinty (Norfolk County)**

One week left for Community Development Awards nominations. Expanded program combining Dogwood and Heritage awards. 13 awards in total. Various categories for awards. New awards are Lifetime, Youth, and Community Champion award. Everyone encouraged to check website for more award categories.

Norfolk Community Days: Expanded for one week total. Promoting downtown is BIA's involvement. Will be listed on website. Community Days will close at Night Market and concerts being held Friday June 9 and Saturday June 10 at Norfolk County Fairgrounds. BIA can apply and it will include each business if they want to do a sidewalk sale.

Amplify Norfolk: Meant to showcase businesses to enhance the festival experience. Atmosphere that creates engagement. Artists will pay a small fee. Utilities will be provided. Applications being received. Encouraged to check website for more details. Norfolk Night Market will have approximately 5,000 attendees. Matt will be sending out a press releases with more details.

Dallas informed that the fee is waived for booth space if located in the Norfolk County Tourism zone.

Matt looking into have a Patio Crawl (for those businesses that have patios) to open patio season downtown.

Tiana expressed that there is no activity-based experience to engage the public. It's more about shopping. Matt said good idea for Tourism Zone and would be happy to help Tiana with that engagement. Also, during Community Days, there will be free pickle-ball and other activities offered. Tiana and Matt will collaborate together. Could be a road hockey game or ball hockey tournament downtown. Great suggestion.

3.	<p><b><u>Guest Discussion &amp; Welcome</u></b> – Norfolk OPP</p> <p>Les informed the board that Sharon Poulton, OPP, is the replacement for Jay Eberley and will start at beginning of April, 2023.</p>
4.	<p><b><u>Acceptance of Minutes – February 10, 2023</u></b></p> <p><i>MOTION: Motion by Joe Botscheller to accept meeting minutes of February 10, 2023. 2<sup>nd</sup> by Brian Jones. All in favour. <b>Carried.</b></i></p>
5.	<p><b><u>Business Arising from the Minutes/Updates</u></b></p> <p>Items will be covered under Other Business.</p>
6.	<p><b><u>Correspondence</u></b></p> <p>Anonymous letter received warning to beware of hiring a certain individual.</p>
7.	<p><b><u>Financial Report</u></b></p> <p>Treasurer Joe Botscheller presented the Cheque Register for the month of February which was emailed to all Board Members prior to this meeting. Joe reviewed and explained the various expenses. C &amp; C Junk removal had a large invoice for January &amp; February 2023. Some grant expenses still needed to close off 2022 financial books. No transfers received from County yet.</p> <p><i>MOTION: Moved by Joe Botscheller to accept the Financial Report and to authorize expenditures from February 1-28, 2023 as presented in the Treasurer’s Report. 2<sup>nd</sup> by Doug Brunton. All in favour. <b>Carried.</b></i></p>
8.	<p><b><u>Committee Reports</u></b></p> <p><b>Executive Committee:</b> Meeting was held Tuesday February 21. Notes attached.</p> <p><b>Committee of the Whole:</b> Meeting was held on Friday February 24. Items from the notes will be discussed under Other Business. Committee of the Whole report was received as information. Next meeting date is Friday March 24, 2023 at 8:30 AM.</p> <p>Parking meeting held last night at Riverside 83 with a good turnout. Results of meeting by Brian Jones: No one from Bylaw attended. Currently a parking study being done until year-end. Will report in early 2024. Looking to find a couple more parking spot on the streets that no one will object to. Bill Cridland mentioned that if there are obvious spots, it may move quicker. Also, former downtown Tim Horton’s parking lot would be good parking if available. We need to keep pushing time-line wise. Can’t wait for the study. It’s a year-long/4 season study. Need wins before that, especially with Commissionaire. Talks have been held with County re Commissionaire. Process is: after Commissionaire issues the ticket, the County processes the ticket, and goes to Provincial Court if the ticket isn’t paid. Costs are higher on the County’s end. Seems to be a budget issue on numerous tickets being issued. Ends up in a negative</p>

position to administer tickets. Alan recommended putting in a deputation request to speak to the Council In Committee. The county has already said it would not support the Commissionaire position due to budget and process. Alan recommended that we need to have some other strategies for deputation, show \$ fees that affect the downtown and BIA. Doug offered to sit in on discussions for parking discussions with the County.

Lighting in parking lots was brought up again to the County. It had been presented a year ago.

Also talked about the 2 parking spots in front of Baldock's from 3 years ago. Recommended to send Bill Cridland a thank you note for attending, and ask what is needed from BIA in the future, etc.

Will the Commissionaire's office handle collection of the fines? Les will look into this.

We are a County that is not growing. Need economic growth. Can't do that if NO is always the answer. Has to be better ways to improve.

**9. Other Business / Round Table**

**9a** Joy Allgood – Flower planters: Multiple colours available. From recent walk-around, we would be looking to purchase 12 planters. In the walk-around 24 locations were found that would be suitable. There would be a 2-month delivery time. Suggest going with grey so dirt doesn't show, therefore reducing maintenance to keep them clean looking. Suggest year-round planting, but not necessarily plants. And change out for each season ie: large ball. Keep in mind to not place them where it hinders car door opening. Also ensure the planters are resin, so no door damage done to cars. Question: do we approve the cost? Joe questioned cost of \$1,000 each. Les will review the size and cost with Tillsonburg because they already have them. Need to be careful that they are quality planters, not subject to chipping, severe paint fade, etc. Need to be bold, attract attention. Doug mentioned he has seen concrete pipe planters. It works by purchasing a section of pipe, painting the outside of it the fill it with dirt and plants.

**9b** Restaurant and café meeting invitation will go out soon for setting meeting date to discuss Friday night festivals downtown and see if they want to participate.

**9c** Nomination process: 8 nominations were received. 1 was declared ineligible by the County Clerk. Going forth with 7 names. BIA can recommend to council the names that can be appointed. The current bylaw states "up to 9", but doesn't have to be 9. Can take effect April 1, 2023. Les will have further discussions with the Clerk.

**9d** Canada Summer Jobs: Application was filed in January. Haven't heard anything. Asked staff at MP to see if they would look into it. Cam suggested checking with Lisa Savoy at Fanshawe to see if she can give advice or knows the process.

**9e** Friday night events: Planning is progressing well. Friday night music is booked. Band fees are \$600/\$700. Music will go from 7:00 PM on. Family entertainment: 3 acts booked. Art with Heart will be there each week on Lynnwood front lawn. Possibly 2 car shows from Riverside to Argyle street. Corvette Club and Lake Erie Coast Cruisers. A&W staff will give Les a contact name for the car shows they have there.

<p><b>9f</b></p> <p><b>9g</b></p>	<p>Final report on Placemaking: Work in progress. Putting slides together for PowerPoint presentation to Council in Committee on April 12. This will bring some attention to the project and then release to public.</p> <p>Rural Economic Development Grant (RED): Has been assigned a number and is being reviewed. This will cover \$20K of street light installations and a portion of Les's costs.</p> <p>Cam mentioned that this is the last meeting of this Board and thanked those for their help over the past 4 years.</p> <p><u>Discussions:</u></p> <p>Esso location: Would be great to purchase it for community washrooms. Or open it for Eva Brook Donnelly. We need to be ahead of that application.</p> <p>Trees need to be cleaned up badly at Lynnwood. Beautiful gazebo nearby but can't see it.</p> <p>Colborne Street: From Robinson to Union will be redeveloped but are they replacing electrical underground? Alan will look into it.</p> <p>Bylaw: Is there a way to find and rescind the bylaw that gave the former Baldock's Funeral Home the designated parking spots in front of their business? There is a couple of parking spots there that can quickly be opened up.</p> <p>Need a banner theme. Committee of whole meeting will decide.</p>
<p><b>10.</b></p>	<p><i>MOTION to adjourn by Brian Jones. 2<sup>nd</sup> by Joe Botscheller. All in favour. <b>Carried.</b></i></p> <p>Meeting Adjourned at 9:55 AM</p> <p><b><u>Next Meeting Date:</u></b> Friday April 14, 2023 at 8:30 AM. <b>Location:</b> In-Person or via Zoom</p>

**2022 Downtown Simcoe BIA Board of Management**