



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

DATE: Wednesday November 8, 2023 at 12:00 Noon    LOCATION: JK's Restaurant, Simcoe  
PRESENT: Board Members: Brian Jones, Lyndsey Ross, Marianne Ward, Tiana Moe, Councillor Alan Duthie, Kathy-Ann Judy Fearon, Cam Carter, Doug Brunton  
STAFF: Judy Phibbs (Board Secretary), Les Anderson  
GUESTS: None  
REGRETS: Laura Downey, Clarence Burke, Joe Botscheller, Shauna Poulton (OPP), Sue Gardner (Norfolk County)

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

The meeting was called to order at 12:00 Noon by Chair Brian Jones. Brian reviewed the Agenda. No additions to the Agenda. Councillor Alan Duthie declared pecuniary interest regarding Agenda item 6c) The Code of Conduct letter from the Norfolk County Clerk because it is going before Council. Brian Jones declared pecuniary interest regarding Agenda item 9e) RFP for Digital Services.

**2. Shauna Poulton – OPP**

Not in attendance. See attached report.

Discussion: There are some inoperable cameras in the downtown core. Usually requires a reboot from KWIC, but still some cameras are out. All operate on WIFI. It is usually a connectivity issue with KWIC or it could actually be the cameras themselves. Les advised that Steve is aware of it and has contacted KWIC to get re-boot done ASAP.

Tiana mentioned Roulston's face recognitions on cameras are not being reported to police re incidents happening there. Mark Wingrove, Store Manager at Roulston's would be a contact to speak to about our camera issues.

Could a Google doc be created that BIA could receive and record incidents, so we could track and discuss with OPP. Ask Shauna if this would work and be legitimate.

**Motion**

**Moved by:** Councillor Alan Duthie

**Seconded by:** Tiana Moe

To accept the OPP Report as presented.

**Motion Carried**

**ACTION ITEM:** Les to email Steve Bethune that the re-boot needs to be done ASAP.

**3. Guest: Sue Gardner (Norfolk County)**

Sue was not able to attend as she was not in the office today. Sue was provided with the date and time for the next Board meeting. The invite went to John Regan as well, however, Sue will be our contact from Economic Development.

**4. Acceptance of Minutes – October 13, 2023**

**Motion**

**Moved by:** Lyndsey Ross

**Seconded by:** Cam Carter

To accept the meeting minutes of October 13, 2023.

**Motion Carried.**

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

Items will be covered under Other Business.

Tiana mentioned she was uncomfortable at the Friday October 13 meeting. She accepted the role of Vice-Chair without really knowing what was involved.

Alan questioned if we have job descriptions for each Board position. He did not see them in the handbook he received when he came onto the Board. Les advised that the roles and responsibilities of all directors is documented in Section 4 Board Composition and Appointment and Section 5 Board Procedures in our new by-law. Les had sent it out to all Board members on Nov 1, 2023. It was suggested by Cam to have Les re-send the new by-law. The only significant difference between the Vice Chair position and a director's position is, the Vice Chair will chair the Board meetings if the Chair is absent. The Vice Chair may also act in place of the Chair if the Chair is not available.

**ACTION ITEM:** Les will review available materials for more detailed job descriptions and will circulate to all BIA Board members for questions/discussion at next meeting.

Henderson Playground Equipment: Lyndsey has talked to Paul (salesman) about a playground/passive park in the downtown core. Lyndsey provided information on the prep work required, and the cost of some of the materials. With a rubber base, the cost would be approximately \$45,000. Without the

rubber, the cost would be approximately ½ of that. The Board would need to decide if this is a project that they could take on by themselves or with partners. Are there any grants available? Cam questioned if BIA would be looking at downtown area or park area. The BIA purchasing policy mirrors the County's purchasing policy so the work and supply of equipment would have to be tendered out. There are other options such as a donations from suppliers or other organizations. The Board will not fund a project outside of our BIA boundary.

Les noted that a project very similar to this has been proposed to Imperial Oil for their vacant lot at the corner of Water St. and Norfolk St.

**ACTION ITEM:** Next steps would be to find where to put the playground. Lyndsey will update at next meeting. Pursue as a 2024 project.

**6. Correspondence**

a) Canadian Cancer Society requesting sponsorship for a Benefit Concert being held on Feb 18, 2024 at Holy Trinity. Will pass information on to individual businesses for their participation.

b) Panorama is requesting a donation. There are a number of sponsorship opportunities for \$250.00. The BIA usually makes a donation. In 2020, a video series was done with Panorama valued at \$2,500. A request from Panorama was not received for 2022. In 2021, the donation was scaled way back.

**Motion**

**Moved by:** Cam Carter

**Seconded by:** Lyndsey Ross

That the Simcoe BIA provide \$250 towards the sponsorship of the Trolley Rides.

**Motion Carried.**

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

The Financial Report for October, 2023 was emailed to the Board members with the Board meeting package. The Board members reviewed the expenditures and had no questions or concerns.

**Motion**

**Moved by:** Lyndsey Ross

**Seconded by:** Marianne Ward

To accept the October 2023 Financial Report as presented.

**Motion Carried.**

**8. Committee Reports**

**Executive Committee:** No meeting was held.

**Committee of the Whole:** No meeting was held.

**Communications Committee:**

Still forming the committee, although it presently is Lyndsey Ross, Les Anderson, Kathy-Ann Judy Fearon and Charlene Bennet. Lyndsey has contacted Ryan Taylor and Joe Botscheller; waiting to hear back. This board follows relaxed Robert’s Rule of Order. To be effective, will go by consensus and bring dollar issues/quotes to the Board for approval.

The BIA digital sign at Hwy 3 & 24 has been booked. The advertising runs from November 20, 2023 to January 5, 2024. Advertising designs are currently being drawn up.

Attempting to get “12 Days of Downtown Christmas” video promotion on Tuesday, Wednesday, Thursday, and Fridays leading up to Christmas, with two businesses a day being featured. The first 24 businesses that sign up get a 2-minute feature for the business festive season. Cost is approximately \$1,000 - \$1,200 for the complete promotion.

Brian will be meeting with the radio sales rep re coupon books and Christmas marketing. If there are funds left over in the radio advertising budget, the BIA may buy additional coupon books.

**Motion**

**Moved by:** Lyndsey Ross

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

To accept the Communications Committee report as presented.

**Motion Carried.**

**9. Other Business / Round Table**

a) Update on Q & A with Norfolk County Treasurer, Amy Fanning: Les advised that the Treasurer was not available for this meeting. She has been booked for the December 13, 2023, Board meeting.

b) Larry Dawson plaque: Les will check into presenting the plaque to Larry Dawson’s son, Barry before a Lions Club meeting held Thursdays at 6:30 PM. Others to be notified are Norfolk County Fair, Simcoe Little Theatre, and the Simcoe Chamber of Commerce. Les to check if Larry’s family would be available.

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|  |  | <p>c) 2023 Budget &amp; Projections to Year-End as of October 31, 2023, were not sent out to the Board. It will be included with the Board Updates on November 29, 2023.</p>  |
|  |  | <p>d) Candy Cane Crawl update: Santa is secured. 12 or 13 businesses have signed up. Absolute Respiratory staff turning their lawn into a Christmas gingerbread house. Lyndsey will let businesses participating know what they can provide ie: candy, candy canes, non-candy items, etc. Selfie photos with Santa on the front lawn of Absolute Respiratory. Weather permitting it will be outside. Crayons/pencil crayons will be handed out to children. Asking for Salvation Army Band to play, but if not available Holy Trinity Band or Sarah Veldhuis from Valley Heights might be available.</p>  |
|  |  | <p>e) Brian declared pecuniary interest at this time and left the meeting. Tiana Moe, Vice Chair, assumed the Chair’s position for this topic. The Communications Committee has discussed the Digital Services contract. Currently states that the contract can be renewed without posting RFP. Recommend we go ahead with renewing Shop Our Town contract without RFP. Branding is consistent. Other quotes are \$80 for 1 post a week. Discussion: Tiana sees the consistency, but feels it is overpriced and that other businesses should be approached. Lyndsey pointed out that there is no time until year-end. The County delay in approving the new Board is a reason for short turn-around time.</p> <p>Alan mentioned that the Simcoe BIA Bylaw is clear on what is required before contract is renewed. Further discussion needed amongst the Board for criteria, expectations, costs comparisons, etc. Tiana doesn’t see the value, it’s expensive. We need transparency.</p> <p>Lyndsey mentioned needing an extension past Dec 31, 2023, if a RFP is required. There is no time to post RFP, review the presentations and make a decision by December 31. Running our own social media isn’t possible.</p> <p>Alan suggested that we could go without posting to social media for January, 2024. Lyndsey disagreed stating that currently Shop Our Town posts more than the Norfolk County Fair, and also that Richmond Hill BIA is sharing our posts and information.</p> <p><b>Motion</b></p> <p><b>Moved by:</b> Cam Carter<br/> <b>Seconded by:</b> Marianne Ward</p> <p>To extend the current Shop Our Town Digital Services contract until March 31, 2024 to allow time for posting an RFP and review replies.</p> <p><b>Motion Carried.</b></p> <p>Alan pointed out that the new Procurement Policy for the Simcoe BIA will be quite clear as to what the purchasing procedures are. We need to take some time to decide what the Board expects from</p> |

the contract, what we are currently receiving and what is required. In the meantime, the Communications Committee can be working on criteria (examples, # of posts expected, # of shares, # of posts per business, etc). Les mentioned that he is working on the draft Purchasing Policy and will forward it to the Norfolk County Treasurer for comment and approval. This will be completed by December 31, 2023.

**Motion**

**Moved by:** Councillor Alan Duthie to defer this topic to our next BIA Board meeting.

**Seconded by:** Marianne Ward.

To defer this topic to the next Board meeting. (No discussion takes place on the deferment)  
A recorded vote was requested.

Voting in favour: Councillor Alan Duthie, Tiana Moe

Voting in opposition: Cam Carter, Kathy-Ann Fearon, Lyndsey Ross

**Motion Defeated.**

Cam explained why he felt we shouldn't stop the current social media. Our costs are similar to other BIA's our size. Will come down to what the BIA wants. Do we do just digital or continue with newspaper and radio? Alan would like to see information come back in a report that lays out all options. Example: Is it a part-time position, could a student do it, etc? Let the Board see what is out there and the Board make their decision knowing the options available.

Les suggested that since this is a very significant part of the BIA's day to day operations, that a special Board meeting for this topic take place. It will probably take more than one Board meeting.

Councillor Doug Brunton entered the meeting at 1:26 pm and was not present for the vote.

f) Wayfinding Signage: Les mentioned to the Board that a subcommittee will be formed to work on and make recommendations regarding the wayfinding signage. The committee will include reps from Norfolk County Roads Dept. and Planning Dept. to begin January 2024.

g) The Board discussed establishing working Committees as opposed to continuing with the Committee of the Whole. Currently the Communications/Special Events Committee has been meeting with Lyndsey Ross as the Chair.

**Motion**

**Moved By:** Councillor Alan Duthie

**Seconded by:** Kathy Ann Fearon

That the Simcoe BIA Board of Management establish a Beautification Committee, a Communications/Special Events Committee, and a Governance Committee, and that the Chair of Each Committee be a Board member.

And further, Lyndsey Ross be the Chair of the Communications/Special Events Committee and Councillor Alan Duthie be the Chair of the Governance Committee.

**Motion Carried.**

h) Policy for email correspondence with Board members and external parties: The Board Chair suggested that there is a need for a policy regarding email correspondence. It was suggested that if you are replying to an email from an external source, then you should include the appropriate board member(s) in the reply. For example, if you are sending an email or replying to an email from the Norfolk County Treasurer, include the Simcoe BIA Treasurer in the email correspondence. If you are replying to an email with a number of people included in the email, you should use “reply all” when sending your message.

i) Proposed Christmas Closure: The Board discussed the office closure over the holiday season. It was the consensus of the Board that the BIA office close on Friday December 22 at 1:30 pm. and reopen on Monday January 8, 2024, at 9:30 am.

j) Day and Time of Board Meetings: The Board discussed the day and time for the monthly Board meetings. It was the consensus of the Board that the meetings continue to take place on the second Wednesday of the month at 12:00 pm at a location to be determined. The Board requested that the agenda and information for the meetings be sent out five days prior to the Wednesday meeting.

Other Items Discussed

Les mentioned that a meeting will take place at the County Administration building regarding a property on Norfolk St. South. The Mayor, Ward 5 Councillors, the CEO, the Fire Chief, the By-law Dept., the Health Unit, and the OPP have been invited.

The Board suggested that the Simcoe BIA and the OPP do a joint campaign to promote the cameras downtown.

Discussion took place regarding the roles and responsibilities of the Chair, the Vice Chair, the Treasurer, and the Directors. It was suggested that job descriptions be developed for each of the positions.

**10. Motion**

**Moved by:** Lyndsey Ross

**Seconded by:** Councillor Alan Duthie

That the Simcoe BIA Board of Management meeting be adjourned at 2:05 pm.

**Motion carried.**

**Next Meeting Date:** December 13, 2023, at 12:00 pm. at a location to be determined

**2023 Downtown Simcoe BIA Board of Management**