



**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: September 11, 2024

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

STAFF: Les Anderson

GUESTS: Nathan Kolomaya

REGRETS: Kathy-Ann Judy Fearon, Councillor Doug Brunton

1. Welcome and Meeting Called to Order

Tiana Moe, Acting Chair, welcomed everyone to the meeting and called the meeting to order at 12:01 pm.

2. Approval of the Agenda

The agenda was reviewed and approved as circulated.

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 August 14, 2024

MOTION

Moved by: Councillor Adam Veri

Seconded by: Marianne Ward

That the minutes of the Board of Management meeting held on August 14, 2024, be approved.

Motion Carried

5. **Business Arising From the Minutes**

Items will be discussed under other business.

6. **Correspondence**

1. Routes to Roots Film Festival Sponsorship Request for Sponsorship

MOTION

Moved by: Councillor Adam Veri

Seconded by: Laura Downey

That the Simcoe BIA approves \$250.00 for a sponsorship for the Routes to Roots Film Festival taking place on October 24 to October 27, 2024.

Motion Carried

MOTION

Moved by: Councillor Adam Veri

Seconded by: Laura Downey

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, the Norfolk Apple Fest and a review of the 2025 proposed Communications/Events budget.

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

Marianne Ward reported that the Committee met on August 6, 2024, and discussed a number of items including the purchase of new street level planters for Norfolk St., Remembrance Day banners, garbage collection in the BIA area and a review of the 2025 proposed Beautification budget.

MOTION

Moved by: Marianne Ward

Seconded by: Laura Downey

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

Motion Carried

8. Financial Report

Les circulated the cheque report for the month of August 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 August 31, 2024. A small surplus is currently projected at year end.

MOTION

Moved by: Councillor Adam Veri

Seconded by: Marianne Ward

That the financial report for the month of August 2024 be received as information.

Motion Carried

9. Other Business / Round Table

9a. Update on Board Vacancies

Les provided an update on the four Board vacancies that currently exist. In May 2024, the Board submitted Stephen Khalla's name for appointment to the Board.

Nathan Kolomaya, a lawyer with the Brimage Group, introduced himself and expressed his interest in becoming a board member.

Morgan Xiola confirmed that she would like to be considered for a board member position. Morgan is a manager at Mobilemend and currently serves on the Beautification Committee as a volunteer.

The Board instructed the Coordinator to submit the three names to the Clerk's Department for consideration and approval by Norfolk County Council.

9b. The 2025 Proposed "Draft" Operating Budget For Review and Approval

The Board discussed the three options for the 2025 budget. The Board's preference is Option # 3 based on decisions made by the Board regarding certain services that have been provided in past years. This includes discontinuing the operation and maintenance of the security cameras effective December 31, 2024; discontinuing the garbage collection by the Simcoe BIA effective December 31, 2024; and removing the contract for Marketing and Digital Services from the proposed 2025 budget.

MOTION

Moved by: Councillor Adam Veri

Seconded by: Laura Downey

That the Simcoe BIA Board of Management discontinue the operation and the maintenance of the security cameras within the Simcoe BIA area effective December 31, 2024.

Motion Carried

MOTION

Moved by: Laura Downey

Seconded by: Councillor Adam Veri

That the Simcoe BIA Board of Management approves Option # 3 for the 2025 Operating Budget and further that this budget be presented to the Norfolk County Council Budget Committee meeting scheduled for Thursday October 17, 2024.

Motion Carried

9c. Update on the Part Time Contract Position for Marketing and Digital Services

Les provided an update on the recruitment for the position.

9e. Update on the “Welcome” Packages for New and Existing Businesses

Tiana and Laura introduced the concept of what the information packages would include and how they would be distributed. An update will be provided at the October 9 Board meeting.

9f. Update on Creating an Art Incubator Site in Simcoe

Councillor Adam Veri said that he is continuing to do his research and will have more information available at a future meeting.

9g. Simcoe BIA Annual Meeting – Date, Time and Location

The Simcoe BIA Board of Management will hold their 2024 Annual General Meeting on Thursday November 7 beginning at 7:00 pm at the Athletica.

10. Next Meeting Dates

The meeting dates listed on the agenda were reviewed and no changes were made.

11. Meeting Adjourned

Moved by: Marianne Ward

Seconded by: Councillor Adam veri

That the Simcoe BIA Board of Management meeting of September 11, 2024, be adjourned at 1:10 pm.

Motion Carried