



Downtown Simcoe BIA
(Business Improvement Area)

MINUTES OF
Monthly Board of Management Meeting

DATE: Wednesday October 13, 2021 at 9:00 AM

LOCATION: Via Zoom

PRESENT

VIA ZOOM: Board Members: Cam Carter (Chair), Les Anderson, Joe Botscheller (Treasurer), Brian Jones, Ian Rabbitts, Ryan Taylor, David Lopes

STAFF: Judy Phibbs

GUESTS: Jay Eberley (OPP), Chris Garwood (Norfolk County)

| | | ACTION ITEM | RESPONSIBLE | DEADLINE |
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| 1. | <u>Call to Order / Welcome / Declaration of Pecuniary Interest / Review of Agenda</u> 9:00 AM. Cam Carter chaired the meeting, called meeting to order, and reviewed Agenda. There was no Declaration of Pecuniary Interest to declare at this meeting. | | | |
| 2. | <u>Guest Discussion & Welcome</u> – Jay Eberley, OPP | | | |
| | a) | Water Street & back alley – Individuals living in tents. Now removed and cleaned up. Want to get them moved elsewhere. Chasing individuals around until permanent housing can be found. Happy to hear that the County will assist in clean-up of encampments. | | |
| | b) | Ian Rabbitts question: Who show we call at County level? Jay answered that it need not be complicated. Homelessness and tents involve lots of social issues and a human touch perspective. Concerned citizens can email Jay or Jim Millson with non-urgent reporting for follow-up ie: those sleeping behind the Brick. Notice will be posted on homeless person's tent giving them time to vacate. | | |
| | c) | Ian Rabbitts, Heidi VanDyk and Jim Millson wrote internal communications. Cannot be shared at this point. | | |
| | d) | Homelessness enumeration starting in November. Out-Of-The-Cold program will run again for high-risk persons to help with safety. There is a need for a warming centre, but encouraged to <u>not</u> be in the downtown. | | |

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| | e) | 5 churches in the Downtown. Became unsafe ie: drug trafficking and safe needle sites. Need trained staff involvement. | | | |
| | f) | Vacant Tim Horton's downtown. Les spoke to Tim Horton's head office to meet with BIA. They also have Jay's contact information. Trying to set something up soon. Jay mentioned that the barricade/temporary cement blockade may go up. | | | |
| | g) | Jay needs an update on cameras by year-end. | Update on cameras | Cam Carter | Year-End |
| 3. | <u>Guest Discussion & Welcome</u> – Chris Garwood (Norfolk County) | | | | |
| | a) | My Main Street program is very similar to Digital Main Street. Funded by Federal government. Available to BIA's and municipalities. Since it's not 100% funded, must find 20% of program cost. Can hire Ambassadors to promote downtown and programs. Eligible for \$25,000 to \$250,000 from 2 different programs. | | | |
| | b) | App: free for visitors coming to Norfolk County. Can download "Visit Norfolk County" from App Store. 2 nd round of businesses uploaded into the program. | | | |
| | c) | Recovery Grant Program: Was approved last night at Council. Need next level of approval. Les and Zvi have had conversations and will review eligibility requirements. | | | |
| | d) | Extra monies projected for next year's funding for façade program. Of the \$105,000 available, \$35,000 is left. Cannot justify increased funding if entire \$105,000 isn't used in 2021. | | | |
| | e) | COVID has complicated the progress. Press release/newsletter says 70% used. Being promoted for businesses. Mass marketing is not planned. Focused on BIA businesses. In previous years there were 5-7 applicants. This Council increased funding thinking there would be more need, but will shutdown in 2022 if businesses don't apply. Chris is asking Council for special consideration for extensions and possibly extending 1 st extension due to construction delays. | | | |
| | f) | Pilot Parking program: Will be dealt with through the Strategy Committee. | | | |
| 4. | <u>Acceptance of Minutes – September 8, 2021</u> | | | | |
| | Correction to Sept 8, 2021 Minutes: Item 7 d) 2020 should be 2019. Also noted to not mention specific business or individual's names going forward. | | | | |

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| | | <i>Motion: Ryan Taylor moved to accept minutes as presented. 2nd by Ian Rabbitts. All in favour.</i> Carried | | | |
| 5. | <u>Business Arising from the Minutes/Updates</u> | | | | |
| | None. Will be dealt with through Committee Reports. | | | | |
| 6. | <u>Executive Team's Report & Correspondence</u> | | | | |
| | a) | Lyndsey Ross has expressed interest in joining the Board, but Wednesday morning meetings do not work with her schedule. Discussed which was a better option: Thursday or Friday mornings at 8:00 AM for future meetings. After discussion it was decided to hold BIA Board meetings on the 2 nd Friday of each month at 8:00 AM. | | | |
| | b) | Tiana Moes may want to join. Brian spoke with her and she will attend November meeting | Send invite with Agenda, previous minutes, Financials & Committee Reports | Judy | When emailing meeting invites |
| | c) | Jason Watson, new owner of Dolmar Salon will also attend next meeting. | Send invite with Agenda, previous minutes, Financials & Committee Reports | Judy | When emailing meeting invites |
| | <i>Motion: Les Anderson moved to add Tiana Moes and Jason Watson as board members. 2nd by Joe Botscheller. All in favour. Carried</i> | | | | |
| 7. | <u>Financial Report</u> | | | | |
| | a) | Treasurer presented the Income & Expense Statement and Cash Disbursements Journal. We have projects not completed. Capital costs will get used quickly ie: suggested better lighting in the Argyle Street parking lot | | | |
| | <i>MOTION: Moved by Joe to the accept Financial Report from September 1-30, 2021 as presented</i> | | | | |

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| | | <i>by Treasurer. 2nd by David Lopes. All in favour. Carried.</i> | | | |
| 8. | <u>Board discussion on Committee Reports from Committee Chairs or Delegate</u> | | | | |
| | a) | <u>BEAUTIFICATION: Carol Greentree</u> – no report | | | |
| | | <ul style="list-style-type: none"> Discussed date for banners to come down. Will we hold an auction to sell them? | | | |
| | | <ul style="list-style-type: none"> Picnic tables and chairs are moved out from Lynnwood Arts Centre lawn. Picnic tables are with artists to paint. Only the one accessible picnic table is left at Lynnwood Arts Centre. | | | |
| | | <ul style="list-style-type: none"> Joy planted little trees in planters. Looking to transition from fall to winter. | | | |
| | | <ul style="list-style-type: none"> Cedar ropes ordered through Ryerse's. No large red bows. Les to call Ryerse's for pricing. | | | |
| | | <ul style="list-style-type: none"> Joe mentioned that Tillsonburg BIA put together member packages. | | | |
| | | <ul style="list-style-type: none"> Other area ideas include imbedding logo in front of businesses and decals done by artists in front of benches. | | | |
| | b) | <u>COMMUNICATION: Brian Jones</u> | | | |
| | | <ul style="list-style-type: none"> Busy in town with visitors to Norfolk County Fair | | | |
| | | <ul style="list-style-type: none"> Newsletter will be out this week | | | |
| | | <ul style="list-style-type: none"> Simcoe Reformer not using our Press Releases; Brian to inquire why | | | |
| | | <ul style="list-style-type: none"> Sign with our new logo placed in BIA office window | | | |
| | | <ul style="list-style-type: none"> Brian & Les working on updating Directory (new members) | | | |
| | | <ul style="list-style-type: none"> Christmas is coming. Looking into what projects/events to do | | | |
| | | <ul style="list-style-type: none"> Work in progress: Social Media #'s. Brian, Les and Judy to discuss 2 types of information members receive (Social Media or email) | | | |
| | c) | <u>STRATEGY: Les Anderson</u> | | | |
| | | <ul style="list-style-type: none"> Garbage: Les submitted letter to Council, but it wasn't included in the package. It will be included for discussion by Ryan at Council meeting. | | | |
| | | <ul style="list-style-type: none"> Waste removal services: Ryan submitted for County approval. No deputation was made, but Ryan has put forwarded a notice of motion for Council to consider at the 2022 budget discussions. | | | |

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| | | <i>Motion: Ryan Taylor moved that BIA attend Council to speak to Garbage/Waste Removal. 2nd by Ian Rabbitts. All in favour. Carried</i> | | | |
| | | <ul style="list-style-type: none"> When cameras are operating, they will show who is doing the dumping. If it's outside of the BIA area, call Paul Cole to not pick up. | | | |
| 8. | | <u>Other Business / Round Table</u> | | | |
| | a) | Projects & Events Procedure Manual: new binder in BIA office with timelines, paperwork, etc for recurring projects such as street-wide banner | | | |
| | b) | Norfolk County Procedures Manual: new binder in BIA office showing paperwork required, costs, etc. Most projects and events require a 60-90 day notice for the County. Will keep both updated. | | | |
| | c) | Updating BIA membership information: On assessment #'s we don't know who the Limited company names are, but need to get their contact information. | | | |
| | d) | 3 parking spots in front of Baldock's Funeral Home: The bylaw may state that there is no parking there, but we may ask to have that changed through a Bylaw Amendment. | | | |
| | e) | E-blast needs to be sent stating that BIA Bucks are as good as cash and please accept them. | | | |
| 9. | | <i>Motion to adjourn by Les. 2nd by Brian. Carried.</i> Meeting Adjourned at 10:31 AM | | | |
| <u>Next Meeting Date:</u> Friday November 12, 2021 at 8:00 AM. Location: Via Zoom | | | | | |

2021 Downtown Simcoe BIA Board of Management