



Downtown Simcoe BIA  
 (Business Improvement Area)  
 MINUTES OF  
 Monthly Board of Management Meeting  
 (Quorum = 5)

DATE: Wednesday February 14, 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  
 STAFF: Judy Phibbs, Les Anderson  
 GUESTS: John Regan (Norfolk County), Morgan Xiola (Mobile Mend)  
 REGRETS: Councilor Alan Duthie, Clarence Burke, Tiana Moe, Shauna Poulton (OPP)

<b>1.</b>		<p><b><u>Call to Order / Welcome / Declaration of Pecuniary Interest / Review of Agenda</u></b></p> <p>12:00 Noon. Brian Jones chaired the meeting, called the meeting to order. Brian reviewed the Agenda. No additions to the Agenda. Brian Jones declared a pecuniary interest in items related to 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>Strategic Innovation &amp; Economic Development – John Regan, Norfolk County</u></b></p>
	a)	<p>Currently prioritizing 40 items for the 4-year plan with help of EDAC. Economic Development staff, volunteers and Council, with help from the community, are identifying the red and green flag issues. BRA program soft launch this April. Funds available through the County. Multi-prong approach to targeted industries ie. large manufacturers. The 2<sup>nd</sup> phase is a voluntary position. Want to provide a level of service everyone wants/needs. Quite comprehensive. Need follow-up with those businesses. Additional: quality of life to workers in Norfolk County (all residents, migrant workers). What have we learned in one year? Will look back and review. Diversity and equity inclusion. Working with Melissa in Heritage &amp; Culture. Seems to be fairly lacking in equity &amp; inclusion in Norfolk County (common everywhere).</p>
	b)	<p>Community Improvement Plan (CIP) grant provided by Norfolk County \$150K. Didn’t spend it all but program is ongoing. Program is archaic. Looking to upgrade façade program and other items relating. Lyndsey mentioned that there were “hiccups”. A survey will go out. Currently approved or denied in approximately 2 weeks.</p>
	c)	<p>March 8 – Hosting a Women’s Day to celebrate International Women’s Day. More information to come. Will ask BIA for help with this and also with other programs. Engaging with CIP mission is critical.</p>
<b>3.</b>		<p><b><u>Shauna Poulton – OPP</u></b></p> <p>Shauna was unable to attend. Attached January 2024 OPP Report and Year-To-Date Report of the Norfolk OPP Occurrences was emailed to all board members prior to this meeting. Brian mentioned that our numbers are down. We have good policing without making people feel uncomfortable.</p>

	<p><b>MOTION</b></p> <p><b>Moved by:</b> Laura Downey  <b>Seconded by:</b> Marianne Ward</p> <p>To accept the January 2024 OPP Report and the Year-To-Date Report of the Norfolk OPP Occurrences presented.</p> <p><b>Motion Carried</b></p>
<p>4.</p>	<p><b><u>Morgan Xiola from Mobilemend</u></b></p> <p>Wants to connect with the community again this year through the Easter Egg Hunt. It was well attended last year. Planning to give out gift basket treats. Will design the Hunt map and promote through social media. Anyone interested, please contact Morgan. Brian explained that the BIA can also actively promote the Easter Egg Hunt and get downtown businesses involved. Will revisit after February 26 . As of today’s date, 20 businesses are onboard already and Morgan will advise if more are added. Under 5 of these are outside of the BIA area. Communications/Promotions Committee will connect after Feb 24.</p>
<p>5.</p>	<p><b><u>Acceptance of Minutes – January 10, 2024</u></b></p> <p><b>MOTION</b></p> <p><b>Moved by:</b> Lyndsey Ross  <b>Seconded by:</b> Marianne Ward</p> <p>To accept the January 10, 2024 meeting minutes.</p> <p><b>Motion Carried</b></p>
<p>6.</p>	<p><b><u>Business Arising from the Minutes/Updates</u></b></p> <p>Items will be covered under Other Business.</p>
<p>7.</p>	<p><b><u>Correspondence</u></b></p> <p>1. Joy Allgood / Dave Kent: Request for donation for “Best Bard Bits” theatre at the Lynnwood Park Gazebo. We can’t meet their sponsorship levels. Lyndsey mentioned concern with businesses requesting sponsorship for their business. Deferred.</p> <p><b>ACTION ITEM:</b> Les to follow up with Dave Kent for more information.</p>

2. OPP declined our request for security camera system operating cost funding. Even though our request was sent to both OPP and Police Services Board, we thought the request for funding would go through PSB to deal with. Question: Can we make a presentation to PSB and request funding from them? Les checked with other BIA's and found that we are the only BIA that own and operate cameras. We will reach out to Councilor Kim Huffman (cc Mayor Amy Martin) to see if we are able to do a presentation to her. Councilor Doug Brunton will attend if/when Councilor Huffman approves.
3. Make A Wish Foundation: Request for sponsorship/advertising at their July 12, 2024 Concert being held at the CIBC Auditorium, Simcoe Fairgrounds. The BIA does not donate to this event as businesses within the BIA are already being solicited for donations.

**MOTION**

**Moved by:** Lyndsey Ross

**Seconded by:** Councilor Doug Brunton

Motion to accept the correspondence presented and to make arrangements for a deputation to the Police Services Board.

**Motion Carried**

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

The Financial Report for January 2024 was emailed to Board members, who reviewed it and had no questions or concerns. Lyndsey reported breakdown of expenses. Payroll expenses were not included. Shurlok Storage is a full year rental for 2 units.

**MOTION**

**Moved by:** Lyndsey Ross

**Seconded by:** Marianne

To accept the January 2024 Treasurer's Report.

**Motion Carried**

**9. Committee Reports for Board Discussion**

**Executive Committee:** Brief meeting in January. Discussed garbage situation and also the brainstorming event held January 31.

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

Brainstorming event held January 31 at Lynwood Arts Centre with 17 people attending. Very good discussion and input from those attending. Another event will be held in April for the general public, and will require a larger space.

RFP for Marketing and Digital Services - To-date no proposals have been received for the Digital Services RFP. 5 copies sent out. 4 people have called of which 1 requested the RFP. Question period is coming to an end. A document is created to answer all questions through the County page (we missed the deadline). We have been promoting through our social media. Cutoff date is February 29, 2024.

BIA is participating at the Simcoe & District Chamber of Commerce’s Home & Lifestyle Show, a 3-day event being held March 1-3 at the CIBC Auditorium, Simcoe. The BIA has a 10’ x 10’ booth to promote the Downtown Simcoe BIA. More information will be in the BIA newsletter. There is no cost to BIA members if volunteering at the booth. The volunteer schedule is set for 2 hours increments. Currently trying to get a TV and cart to highlight photos from downtown events to play on a loop all weekend. Les confirmed with the Chamber that since you’re volunteering for the BIA, you won’t be charged admission.

**ACTION ITEM:** Les to send out an email this week to sign up for volunteering.

Downtown Dragons Den: Met a week and ½ ago with Venture Norfolk. Dragons is “Win-This-Space”. This would be similar to Norfolk County’s “Win This Space” program. Would be looking for proposals from entrepreneurs to apply for rental space. The outcome would be that the rent for one year would be covered. This is still in the planning stages, but it helps shape who we want as businesses downtown. Some possible spaces have been identified. We want it to be an all-around good experience. Hoping to launch for late April or May.

Looking to possible provide a welcome package for new businesses. Landlord would have to cooperate with this program.

**MOTION**

**Moved by:** Lyndsey Ross

**Seconded by:** Marianne Ward

To accept the Communications / Special Events report of January, 2023.

**Motion Carried.**

**10. Other Business / Round Table**

**a)** Election/Appointment of Chairperson for Beautification Committee: Lyndsey nominated Marianne Ward. Marianne accepted and requested direction for the role.

**b)** Clarification from Brandon Sloan: The BIA had requested clarification on if a secondary plan would be completed for downtown Simcoe. Brandon’s response was that there will not be a secondary plan specifically for the downtown area. However, the BIA will have an opportunity to have input on policy decisions when the Simcoe community development plan is underway. The BIA has

<p>c)</p> <p>d)</p>	<p>requested that Brandon and other County staff meet with the BIA board once the terms of reference are completed.</p> <p>Update on the Installation of Robinson St. Poles and Lights: The contractor has the permits required. Everything is here and work may start next week or the week after.</p> <p>Update on lights installed on Colborne St. North and the missing security camera: Les is not received a response from County staff and this has been referred to Jacob Columbus. Councilor Doug Brunton and John Regan will look into this because it's gone on long enough.</p> <p><b>ACTION ITEM:</b> Les to forward correspondence to John Regan.</p>
<p>e)</p>	<p>Amplify Norfolk: 2 grants available: 2 x \$5K &amp; 1 for 10K. Now changed to \$20K. We applied with our Friday Nights project.</p>
<p>f)</p>	<p>Process for filling board vacancies: 2 vacancies. County Clerk has advised Les to go ahead and advertise showing expectations. Will be advertised through our newsletter and social media.</p>
<p>g)</p>	<p>Audit for the year 2023. Required to get our documents by Feb 15 to MMR. A couple of documents need clarifying by Les and/or Judy.</p>
<p>h)</p>	<p>2024 BIA conference Sun, April 28-Wed, May 1. Refer to information attached for this meeting. Brian suggested that we send Les Anderson. Brian would like to attend also. This is a good conference to attend for the BIA. We will discuss later whether to send Les and Brian.</p>
<p>i)</p>	<p>Discussion: The future of garbage and recycling collection in the Downtown Simcoe BIA area. Les stated that the garbage collection and bulk items is currently being done by County. Paul Cole finished providing this service on January 31. The garbage pickup for the restaurants needs to be reviewed as only one restaurant is using it at this time. Norfolk County will pick up all bulk garbage. It was suggested that the BIA will need to call the County, they pick up and at year-end the County and BIA should have record of weight, # of pick-ups, etc. The \$7K was defeated 5-4 through Council. The County will need to be quick picking up the bulk items. Procedure will be: ticket # issued, record date/time we called it in. Need a discussion. We are the only BIA involved in garbage and recycling program. We lose \$ and business owners are paying for this through their taxes. We won't get the same pricing as we've had the last 4 years through Paul Cole. It will be more expensive. Councilor Doug Brunton noted that downtown businesses must report garbage to Norfolk County Public Works. Les questioned: do we want to be in the garbage/recycling business? If the county isn't going to do it, do we want to? Going back to Monday morning drive arounds take photos of garbage.</p>

**11. MOTION**

**Moved by:** Marianne Ward  
**Seconded by:** Kathy-Ann Judy Fearon

That the Simcoe BIA Board of Management meeting be adjourned at 1:20 PM.

**Motion Carried**

**Next Meeting Date:** Wednesday March 13, 2024. Location: JK's Restaurant