



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

DATE: Wednesday April 10, 2024 at 12:00 Noon LOCATION: JK's Restaurant, Simcoe  
PRESENT: Board Members: Brian Jones, Lyndsey Ross, Tiana Moe, Marianne Ward, Councilor Adam Veri, Councilor Doug Brunton, Kathy-Ann Judy Fearon, Laura Downey, Clarence Burke  
STAFF: Les Anderson  
GUESTS: Stephen Khalla, Jonathon Shapira, Treena Hogeveen  
REGRETS: Shauna Poulton (OPP), John Regan (Norfolk County), Judy Phibbs (staff)

<p>1.</p>	<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. Brian Jones declared a pecuniary interest in items related to the marketing and digital services provided to the Simcoe BIA as he is a partner in Shop Our Town. There were no other declarations of pecuniary interest. With the Board's approval, the Executive Committee (7a) was moved to the end of the agenda.</p>
<p>2.</p>	<p><b><u>John Regan, Director, Strategic Innovation &amp; Economic Development</u></b></p> <p>John was unable to attend the meeting and a report was not received for the meeting.</p>
<p>3.</p>	<p><b><u>OPP Report – Shauna Poulton and Year To Date Statistics</u></b></p> <p>Shauna was unable to attend the meeting but did provide her monthly report.</p> <p><b>MOTION</b></p> <p><b>Moved by:</b> Lyndsey Ross <b>Seconded by:</b> Marianne Ward</p> <p>That the OPP Report for the month of March 2024 and the Year to Date Statistics be received as information.</p> <p><b>Motion Carried</b></p>
<p>4.</p>	<p><b><u>Acceptance of the Board Minutes of March 20, 2024</u></b></p>

	<p><b>MOTION</b></p> <p><b>Moved by:</b> Lyndsey Ross  <b>Seconded by:</b> Marianne Ward</p> <p>That the minutes of March 20, 2024, be approved.</p> <p><b>Motion Carried</b></p>
<p><b>5.</b></p>	<p><b><u>Business Arising From The Minutes</u></b></p> <p>Items are included under other business.</p>
<p><b>6.</b></p>	<p><b><u>Correspondence</u></b></p> <p>There was no correspondence for this meeting.</p>
<p><b>7.</b></p> <p><b>7a.</b></p> <p><b>7b.</b></p> <p><b>MOTION</b></p> <p><b>Moved by:</b> Lyndsey Ross  <b>Seconded by:</b> Clarence Burke</p> <p><b>Motion Carried</b></p> <p><b>7c.</b></p>	<p><b><u>Committee Reports for Board Discussion</u></b></p> <p><b><u>Executive Committee</u></b>  <b>Note:</b> The Executive Committee report and discussion did not take place and items will be deferred until the May board meeting</p> <p><b><u>Communications / Special Events</u></b></p> <p>That the Communications/Events Committee report be received as information.</p> <p><b><u>Beautification Committee</u></b></p> <p>Marianne Ward reported that the committee met on Tuesday April 2, 2024, and discussed the Drive Thru Art Gallery Banner Program, the hanging flower baskets and the street level planters. The committee is looking into possibly purchasing new planters for Norfolk St. They are also exploring putting flowers on the bridge on Norfolk St. North.</p>

**Moved by:** Councilor Doug Brunton  
**Seconded by:** Kathy-Ann Judy Fearon

That the Beautification Committee report be accepted as information.

**Motion Carried**

**8. Financial Report**

Lindsey Ross, Treasurer, provided an overview of the March expenses. She also commented on the Profit and Loss Statement for the first quarter January 1 to March 31, 2024. Les provided some comments on the 2024 Budget and Projections to Year End March 31, 2024. He also mentioned that the Simcoe BIA has yet to receive any of the funding from the 2024 levy.

**MOTION**

**Moved by:** Lyndsey Ross  
**Seconded by:** Tiana Moe

To accept the Financial Report as presented for March 2024.

**Motion Carried**

**9. Other Business / Round Table**

**a) Request for Sponsorship for Make Art Theatre**

The Board denied this request as they are already supporting the Simcoe Heritage and Friendship Festival with a sponsorship. The Board also felt that they only wanted to donate or sponsor not for profit organizations.

**b) Request for Sponsorship From The Simcoe Heritage Friendship Festival**

The Board discussed the request for sponsorship from the Simcoe Heritage Friendship Festival and the following motion was made.

**Moved by:** Lyndsey Ross  
**Seconded by:** Laura Downey

That the Downtown Simcoe BIA provide a sponsorship to the Simcoe Heritage Friendship Festival in the amount of \$500 (Family Friend of the Festival) and the funds are to be used for the Friday Family Night.

**Motion Carried**

	<p><b>c) Update on the Amplify Norfolk Grant Application</b>  Included in the agenda package was a newspaper article about the outcome of the Grant Applications. There were no applications approved for funding. Our application did make the short list.</p>
	<p><b>d) Update on Property Taxes Versus A Levy Applied on a For Profit Business Located Within a Not For Profit Charitable Organization’s Building</b>  We have not been able to get an answer yet. Les is following up with the Regional Office of MPAC to get further clarification.</p>
	<p><b>e) Telephone Conversation With Kay Matthews, Executive Director, OBIAA</b>  On March 28, 2024, Brian and Les took part in a telephone conversation with Kay Matthews, Executive Director of the OBIAA. From that discussion, it was decided that the Simcoe BIA would invite Kay to make a presentation to Norfolk County’s Committee In Council on May 24 if possible. Les will confirm the date with the County Clerk.</p> <p>Lyndsey Ross left the meeting at 1:15 pm.</p>
	<p><b>f) Zoom Meeting With Sue Gardner, Senior Economic Development Officer, Norfolk County</b>  On Wednesday April 3, 2024, Brian and Les participated in the first monthly zoom meeting with Sue Gardner from Norfolk County Economic Development. Sue shared the plans and projects that Economic Development is involved with. The Simcoe BIA also provided their plans for 2024.</p> <p>Some of the County’s websites were discussed and the need to bring them up to date. Sue mentioned that the monthly zoom meetings will be done with all organizations in an attempt to understand what projects, programs and events are taking place across the County.</p> <p>The Simcoe BIA suggested that our monthly meeting take place on the first Wednesday of the month beginning at 10:00 am. Our next zoom meeting will be held on May 1, 2024.</p>
	<p><b>g) Retainer for Lerner Law Firm</b>  Brian explained that Lyndsey Ross had retained Lerner Law Firm for legal advice related to Norfolk County’s complaint sent to the Integrity Commissioner. The retainer fee of \$4,000.00 has already been paid by the Simcoe BIA prior to it coming to the board for approval. After some discussion, the board wanted to be sure that any expenditures like this will come to the board first for approval and any funds not used will come back to the Simcoe BIA.</p> <p>Lyndsey Ross was not present for the discussion and did not participate in the voting on the motion.</p>

**MOTION**

**Moved by:** Marianne Ward

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

That the \$4,000.00 retainer fee paid to Lerner's Law Firm be approved and that any funds leftover to be returned to the Simcoe BIA.

**Motion Carried**

10.

**Meeting Adjournment**

**Moved by:** Tiana Moe

**Seconded by:** Laura Downey

That the Simcoe BIA Board of Management meeting be adjourned at 1:35 pm.

**Motion Carried**

**Next meeting Date:** Wednesday May 8, 2024. 12:00 pm. Location: JK's Restaurant

**2024 Simcoe BIA Board of Management**