



**Downtown Simcoe Business Improvement Area
Board of Management Meeting**

Date: Wednesday May 14, 2025 **Time:** 12:00 PM

Location: Simcoe BIA Office, 26 Peel St., Simcoe

DATE: May 14, 2025

PRESENT: Tiana Moe, Laura Downey, Morgan Xiola, Marianne Ward, Stephen Khalla,
Nathan Kolomaya, Councillor Doug Brunton, Councilor Adam Veri

STAFF: Les Anderson

GUESTS: None

REGRETS: Clarence Burke

1. Welcome and Meeting Called to Order

Tiana Moe, Chair, welcomed everyone to the meeting and called the meeting to order at 12:05 pm.

2. Approval of the Agenda

The agenda was reviewed and there were no changes.

MOTION

Moved by: Councillor Doug Brunton

Seconded by: Morgan Xiola

That the agenda for the Simcoe BIA Board of Management meeting of May 14, 2025, be approved.

Motion Carried

3. Declarations of Pecuniary Interest / Conflict of Interest

Stephen Khalla entered the meeting at 12:08 pm and declared a pecuniary interest/conflict of interest in an item listed in the cheque register. His business, The Inspired Turtle, produced some signs for the Simcoe BIA and was paid for the work

that they did in the amount of \$140.69. He also provided a quote on the tote bags being considered by the Simcoe BIA.

4. Acceptance of the Board of Management Meeting Minutes of April 9, 2025

MOTION

Moved by: Marianne Ward

Seconded by: Morgan Xiola

That the minutes of the Board of Management meeting held on April 9, 2025, be approved.

Motion Carried

5. Business Arising From the Minutes

Items will be discussed under other business.

6. Correspondence

a) No correspondence was received.

7. Committee Reports

Stephen Khalla entered the meeting at 12:08 pm.

Executive Committee

The Executive Committee met prior to the Board meeting on May 14, 2025. They discussed the procedure for purchasing items and the requirements in the Code of Conduct, our operating bylaw and the purchasing policy. Purchases made by an RFQ or RFT may be reviewed by the Executive Committee should they deem it to be necessary.

Beautification Committee

Marianne Ward reported that the moving of the existing planters and installing the new planters is being coordinated with Hockley Landscaping and Norfolk County staff. The Drive Thru Art Gallery banners are due back by May 9 and we hope to have them installed by the end of May. Discussion continues on the year round lighting for the light posts. Les is talking with NACL to provide additional street maintenance.

MOTION

Moved by: Councillor Adam Veri

Seconded by: Morgan Xiola

That the Beautification Committee report for the month of May 2025 be received as information.

Motion Carried

Communications / Events Committee

Nathan Kolomaya entered the meeting at 12:20 pm.

Stephen Khalla declared a pecuniary interest/conflict of interest regarding the RFQ for the purchase of tote bags for the Simcoe BIA as he has submitted a quote to supply the bags. He did not take part in the discussion or any decisions for this item.

Laura Downey reported that the committee is finalizing the design for the street wide banner. Board members will have an opportunity to review it before it is finalized. Discussion continues about the digital sign for Norfolk St. South. The committee is considering a possible promotion for the restaurants, bakeries, and cafes. The children's entertainment was discussed for this year's Downtown Friday Nights.

MOTION

Moved by: Morgan Xiola

Seconded by: Nathan Kolomaya

That the Communications / Events Committee report for the month of May 2025 be received as information.

Motion Carried

8. Financial Report

8a. Les circulated the cheque report for the month of April 2025. He commented on some of the disbursements and responded to questions from the board members.

8b. The Board was also provided with the 2025 Budget and Projections to Year End as of April 30, 2025.

8c. The Board was provided with a report on the use of the reserve funds and special project funds. Les noted that two items have been purchased and charged to the Reserve Funds, the new planters for Norfolk St. and the storage container. The total cost to date is \$17,837 with \$2,163 remaining in the approved budgeted reserve funds

of \$20,000. Other items are being discussed and will come back to the board when finalized.

MOTION

Moved by: Stephen Khalla

Seconded by: Laura Downey

That the financial report for the month of May 2025 be received as information.

Motion Carried

9. Other Business / Round Table

9a. Update on the 2024 Audit

The 2024 audit is underway and Les is providing information when requested by the auditors.

9b. Update On The Canada Summer Jobs Program Grant – “Street Ambassador”

The Simcoe BIA has not received any indication on whether our application has been approved or not approved. Some BIA's have received approval, some for full funding and some for reduced funding. A couple of BIA's that were not successful were told that their application did not meet the criteria of their MP.

9c. Board Member and Committee Member Recruitment

The notice requesting volunteers for the board and committees was sent out by an eblast to all BIA members. To date we have not received any responses.

9d. Year to Year Comparison of Levy Dollars Requested By the Simcoe BIA

The Board was provided with a chart that showed the requested levy dollars from the Simcoe BIA for the period of 2010 to 2025. It was noted that from year 2010 to 2024, the levy was reduced from \$203,700 to \$180,000. Year 2025 remained at the 2024 level of \$180,000. Les suggested that it may be possible to hold the levy amount at \$180,000 for the year 2026 by utilizing reserve funds for more of the beautification projects.

9e. Canada Wide BIA ShopLocal2Win Campaign

The Board was provided with the background information for the Canada Wide BIA ShopLocal2Win. Les participated in a zoom meeting that explained the process and steps required to participate in the campaign. In advance of the board meeting, Les

registered the Simcoe BIA for the next zoom meeting which further explain the application process and the timelines. To take part in this part of the process, board approval is required to be part of it. This campaign has been very successful in the past and may increase to two times a year in 2026.

MOTION

Moved by: Nathan Kolomaya

Seconded by: Stephen Khalla

That staff continue to participate in the Canada Wide BIA ShopLocal2Win information sessions and the Communications/Events Committee review the information when it becomes available,

And further that, if the Simcoe BIA is successful in their application, the Board approves the expenditure to a maximum of \$3,500.00 to participate in the campaign,

And further that, the Board approves the expenditure of a maximum \$1,800.00 for printed materials for the campaign,

And further that, the funds required for this program be taken from the Special Projects approved 2025 budget amount of \$12,800.00.

Motion Carried

9f. Requesting Reserve Funds and the Use of Reserve Funds

Les had asked Norfolk County Finance to clarify the process for receiving additional Simcoe BIA reserve funds. Norfolk County staff have replied with the process that we need to follow.

He indicated that we are very close to spending our 2025 approved budget allocation of \$20,000. With the projects currently being discussed, we will require an additional \$75,000 to \$100,000.

MOTION

Moved by: Nathan Kolomaya

Seconded by: Stephen Khalla

That the Downtown Simcoe BIA request a budget amendment for \$75,000.00 additional dollars from the Downtown Simcoe BIA reserve funds, to be added to the approved 2025 operating budget,

And that the funds be used for the purchase and installation of a digital sign (\$43,900), the purchase of a street wide Christmas light banner (\$8,000), the purchase of eight

additional planters for Colborne St. (\$4,500), relocation of existing planters and the installation of the new planters, including the addition of soil and proper drainage (\$8,000) and the additional cost for planting fourteen planters for the year 2025 (\$10,600).

Motion Carried

10. Next Meeting Dates

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

11. Meeting Adjourned

Moved by: Morgan Xiola

Seconded by: Nathan Kolomaya

That the Simcoe BIA Board of Management meeting of April 9, 2025, be adjourned at 1:10 pm.

Motion Carried