



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

DATE: Friday February 11, 2022 at 8:00 AM      LOCATION: Via ZOOM  
PRESENT: Board Members: Les Anderson, Joe Botscheller, Brian Jones, Ian Rabbitts, Jason Watson, David Lopes, Ryan Taylor, Cam Carter (Quorum)  
STAFF: Judy Phibbs  
GUESTS: Chris Garwood (Norfolk County)  
REGRETS: None  
ABSENT: Tiana Moes, Lyndsey Ross, Jay Eberley (OPP)

		ACTION ITEM	RESPONSIBLE	DEADLINE
1.	<b><u>Call to Order / Welcome / Declaration of Pecuniary Interest / Review of Agenda</u></b> 8:00 AM. Les Anderson chaired the meeting, called meeting to order and reviewed the agenda. No Declaration of Pecuniary Interest. No additions to the Agenda			
2.	<b><u>Guest Discussion &amp; Welcome</u></b> – Jay Eberley (OPP) No report. Jay wasn't in attendance.			
3.	<b><u>Guest Discussion &amp; Welcome</u></b> – Chris Garwood (Norfolk County)			
	a)	Launched the Community Improvement Program (CIP). An agriculture to retail grant program. Accepting & reviewing applications now. \$140,000 available. In 2021 some applications were deferred due to the pandemic. In the few weeks of 2022, most invoices are submitted. Some from last year will be finished by March/April, 2022. Encouraging BIA to send communications out to members. Approved and running this year by Council		
	b)	Assistance available to property owners to improve downtown. Should use the CIP application and not the façade application on the County website		
	c)	Patio program applications being received. Simpler process as it is now a 2-year program, with applicants showing proof of insurance for 2022 and again in 2023. Council approved renewal process		
	d)	Parking Pilot program: Limitations are county-wide and looking to extend the research across the county. Being led by Clerks' Dept.		
	e)	Tourism video shoots going on. Finalizing spring tourism campaign "Welcome Back to Norfolk County"		

	<p>f) Shop Norfolk analytics: # of business active = 37. # of products = 2,249. # of visits since tracking Nov 2021 to mid-Jan 2022 = 5,100. # of orders = 74. Average engagement time is 2 minutes, 43 seconds. Feedback survey went out to check why some people check daily but don't purchase. Results showed need to shop in 1 location. Basic items can be purchased on 1 site. Bulk of orders are for very unique products ie. gluten free flour, specific honey, beeswax, bee balm, etc</p> <p>Chris noted that it costs \$0 to run Shop Norfolk because it is funded by a grant for 2 years. Hoping after that another business will take it over. It was meant for 2-year program only. Bulk of cost was in set-up. Basically it's set up now and running automatically</p> <p>The majority of the 37 business are "brick and mortar". 60 businesses have expressed interest and have uploaded product but have not followed through. As soon as current lockdown is over, businesses can get their products uploaded easier because photos can be taken in the business</p> <p>Not many of the 37 businesses have their own online shopping option. Some businesses think it's a lot to logistically track in store sales, Shop Norfolk sales and their own online sales.</p> <p>For offering wines and beer, the County reviewed the exposure to the County for liabilities. Checking insurance to protect the County. Just as onerous as selling through LCBO/stores. The County assumes liability of delivering the wine/beer</p> <p>Lots of opportunity to grow Shop Norfolk. Objective was to get businesses out there to start, quick sales to see how it goes and gradually expand</p>			
4.	<b><u>Guest Discussion &amp; Welcome</u></b> – Tanya VanRooy			
	No report. Tanya was not in attendance.			
5.	<b><u>Acceptance of Minutes – January 14, 2022</u></b>			
	<p><i>Motion by Joe to accept meeting minutes of January 14, 2022. 2<sup>nd</sup> by Brian All in favour.</i></p> <p><b><i>Carried.</i></b></p>			
6.	<b><u>Business Arising from the Minutes/Updates</u></b>			
	#2 – Safety Seminar: Issue started by people expressing concerns walking to and from work at times.			

	#8 Bylaw enforcement: Also noted parking for disabled parking and upstairs tenants are concerns			
7.	<b><u>Correspondence</u></b> - Letter from BIA to Norfolk County re Seasonal Parking Pilot Project. Also, Canadian Blind Golf Championships being held at Greens of Renton. It is FYI only at this time. Not asking for sponsorship, but may see that later.			
	Parking issues: Friday February 18th 9:00 AM meeting with Bob Fields to discuss parking. Meet at BIA office. Ryan updated that downtown Simcoe will be removed from the seasonal pilot project. Still look at doing strategy with county-wide parking project.			
8.	<b><u>Financial Report</u></b>			
	a) Treasurer presented the Income & Expense Statement and Cash Disbursements Journal. No income in January. Joe explained 2021 expenses, but paid in 2022. Reimbursement from Norfolk County for garage collection will be paid in Feb 2022. Annual reimbursement for 4 years until County redoes their garbage collection. Reevaluate at that time. Les will give quarterly report to County of what BIA spends			
	<i>MOTION: Moved by Joe Botscheller to the accept Financial Report and to authorize expenditures from January 1-31, 2022 as presented by the Treasurer. 2<sup>nd</sup> by David Lopes. All in favour.</i> <b><i>Carried.</i></b>			
9.	<b><u>Committee Reports for Board Discussion</u></b>			
	a) <b><u>EXECUTIVE</u></b> : Camera meeting scheduled for Feb 22 at 9:00 AM. Jay, Les, Brian and Steve attending. Discussion why cameras are such a frustrating issue. Acknowledged frustration by OPP for their downtown location investigations. Trying to capture a video from a central location and the quality gets lost transferring back to BIA office. Need to have ability to view all cameras at one time			
	b) <b><u>BEAUTIFICATION</u></b> :			
	• Checking with Eising's when planters will be available			
	• Drive through art gallery plans will start next week			
	• Street wide banner: Les working on application to have it installed for this year			
	c) <b><u>COMMUNICATIONS – Brian Jones:</u></b>			
	• N3Y campaign underway			

		<ul style="list-style-type: none"> <li>Homeless committee real success in past weeks. Large amount of donations from the public</li> </ul>			
		<ul style="list-style-type: none"> <li>Toques and t-shirts have been ordered and they will be delivered soon. May want to look at BIA selling only. Distribution will be reviewed soon. Will cover in next Comms meeting</li> </ul>			
		<ul style="list-style-type: none"> <li>Valentine's contest: 14 downtown businesses involved. Prizes valued at \$300. Dental hygiene business in White Horse Plaza inquired about donating to this contest, but too late. Will advise them of next contest</li> </ul>			
		<ul style="list-style-type: none"> <li>Call for volunteers</li> </ul>			
	d)	<b>STRATEGY- Les Anderson:</b>			
		<ul style="list-style-type: none"> <li>Revised budget to include County reserve fund revision</li> </ul>			
		<p><i>MOTION: Moved by Les Anderson that the Simcoe BIA 2022 budget be approved and forwarded to Norfolk County for approval. 2<sup>nd</sup> by Ryan Taylor. All in favour. <b>Carried.</b></i></p>			
		<ul style="list-style-type: none"> <li>Downtown parking issue will be discussed at Strategy Committee meeting Friday, February 18<sup>th</sup></li> </ul>			
10.		<b>Other Business / Round Table</b>			
		<ul style="list-style-type: none"> <li>Analytics – Shop Our Town: Social Media is growing and the internet is shrinking for people. Driving traffic to websites. Used as a resource rather than prospecting tool</li> </ul>			
		<ul style="list-style-type: none"> <li>Brian to set up a BIA Members Only Facebook page</li> </ul>			
		<ul style="list-style-type: none"> <li>Comparison analytics for Shop H-N. 257 followers, no posts last week. Added to Downtown Simcoe's pages to watch</li> </ul>			
		<ul style="list-style-type: none"> <li>Shop Our Town is connected to every downtown business's Facebook page and they follow back</li> </ul>			
		<ul style="list-style-type: none"> <li>Ensure we promote Shop Our Town to BIA member businesses in Valentine's contest to follow from on their Facebook page</li> </ul>			
		<ul style="list-style-type: none"> <li>Grants: Canada summer jobs application asking for proof of not-for-profit status. Joe to give Les letter from CRA ruling for HST rebate from public rebate file</li> </ul>			
		<ul style="list-style-type: none"> <li>Events at Lynnwood: Applications in to Norfolk County</li> <li>Lynnwood Eats: From May 7 – Oct 2, 2022. Same plans. Picnic tables will be painted for this year</li> </ul>			

		<ul style="list-style-type: none"> <li>Lynnwood Music: Application submitted for Wednesday nights June 29 – Sept 14 from 6:30 – 8:00 PM. Don't want to conflict with Old Town Hall Waterford, or downtown restaurants that depend on migrant workers and patio entertainment on Friday evenings.</li> <li>County requesting from Lynwood that they approve of BIA using front lawn. Dan Pierce will send a letter off to the County and cc the BIA</li> </ul>			
		<ul style="list-style-type: none"> <li>Proposal to Hydro One for Energize Fund. Roundtable committee is good project because it promotes community. Submitted application requesting the maximum allowed of \$25,000. May not hear until mid-March</li> </ul>			
		<ul style="list-style-type: none"> <li>Carnival (Tanya VanRooy): Will go to Committee on March 8 then on to Council for final approval. Les gave Tanya lots of info; don't know where disconnect happened that she didn't attend today's meeting. She was invited and given the Zoom link. Put on Agenda for March BIA Board meeting. Tanya must submit paperwork at the very least for next Board meeting</li> </ul>			
		<ul style="list-style-type: none"> <li>Snow removal: Should be removed after major snow falls. Deters shopping downtown when they can't get through the snow to businesses. Needs to be put on Strategy discussion with the County</li> <li>Damage has occurred in Dolmar parking lot, their building and signs. That parking lot has become a permanent parking lot for residents nearby</li> </ul>			
		<ul style="list-style-type: none"> <li>Good news: Ryan had discussion with an individual who says he bought the Debono's lot and former Hope House. More to follow</li> </ul>			
		<ul style="list-style-type: none"> <li>Update in March on ground water pipe. A large cannabis user within the town limits is done so water usage is non-existent from them now</li> </ul>			
		<ul style="list-style-type: none"> <li>Kent street parking on east side could hold 12 extra spots</li> </ul>			
11.		<p><i>Motion to adjourn by Brian Jones. 2<sup>nd</sup> by Ryan Taylor. All in favour.</i></p> <p><b><i>Carried.</i></b></p> <p>Meeting Adjourned at 9:42 AM</p>			
<p><b><u>Next Meeting Date:</u></b> Friday March 11, 2022 at 8:00 AM. <b><u>Location:</u></b> Via Zoom</p>					