

**Grimsby DIA Minutes**  
**Wednesday, March 2, 2022**  
**In-Person at GBF Hub**

**• Meeting called to order – 8:04 a.m.**

**ROLL CALL - Present:** Mike Williscraft, Bryan Macaulay, Jeff Jordan, Simon Duong and Mark Wood.

Regrets: Andy Daniels, Roseanna La Porta and Luca Vitali.

**• Disclosure of Interest:** - Mike, on any advertising/revenue issue related to NewsNow advertising

**MINUTES:**

• Minutes from Feb. 2 & Feb. 16 meetings were presented – no errors of omissions noted.

**Motion: To approve Feb. 2 & Feb. 16 minutes**

**Moved: Simon Seconded: Jeff – Approved**

**Delegations:**

• **Sarah Sweeney** – Sarah attended to touch on many of the project which are in the works for Grimsby's 100 anniversary celebration. The projected focal point is a cultural event planned for the third week of September – a form of the Art In The Alley which the DIA talked about in early 2021. The art aspect will be a curated show, with Kate Pyatt coordinating.

Sarah's report was received for information.

**Business Arising:**

• **Happening update** – Simon noted the Main St closure for 2 nights was approved. The event is partnering with Jenn McKillop to time the Jeff McKillop car show to be same weekend. Request for quotes are out for security. No budget has been set, but grants ranging from \$50K-\$100K are in the mix. A detailed plan will be ready for the March meeting.

• **Grimsby Farmers' Market** – it will be part of Happening this year. It was noted the board fully endorsed having the market back on Main St if they are ready to make the move. There was some discussion on how the proposed bump-out patios could effect the market layout, but it was confirmed the fire dept was onside due to having a rig located at Main/Ont St.

**Motion: The DIA fully supports a return of the Farmers Market to Main St.**

**Moved: Simon Seconded: Jeff – Approved**

• **Canada Summer Game** – Sarah spoke to this. Multiple grants have been applied for, not heard back on any as yet. With the connection to PEI and Sarah noting the Town has an interest in have a culinary element to a major event, Mike mentioned Chef Michael Smith who he had dealt with when he was at Jordan's Icewine Festival. His weekend is clear, and awaits us getting funding details to see if something could be worked out. Mike noted having the DIA hosting a Grimsby birthday party could be a fun event on its own.

Gabe DeSantis commented that the town needs to get more active and commit significant dollars to the centennial. He wanted to know the budget for celebrations, but there does not appear to be one as of the meeting date. Reg Freake noted he would bring Gabe's comments to council.

- **Comedy Night in Grimsby** – Mike noted the first of the monthly series is set for March 30 – with subsequent events on the last Wednesday of each month up to June. This would connect to the summer series in July/August. The event is being held upstairs at Station 1.
- **Spring Shop Local** – there was a lot of interest in running the successful pre-Christmas style event boost spring activity downtown. With COVID guidelines just relaxing now, it was decided to choose timing at the April meeting.
- **Downtown Reimagined** – There was no update since the last meeting. No follow up public meeting had been set as yet. All those who spoke to the project noted their disappointment with the narrow scope of DR, particularly since the Board had been told on several occasions that initiative would encompass all of downtown, not just Main St. Jeff Jordan note DR is timed to mesh with Niagara Region's services upgrade, adding it could be shuffled to 2024 because there were no watermain breaks this winter despite frigid temperatures. This may have Region thinking they get away with another year.
- **Follow up on The Woolverton** – A submission was offered suggesting the DIA implement a formal process to provide comment on Town planning matters. Off the top, Mike reiterated a DIA's mandate is limited to marketing and promoting the downtown core defined by its specific boundaries and beautification of that area. A DIA can provide some level of opinion as to the effect some projects may have – good or bad – but planning principles should be left up to the Town's Planning Dept. Kevin Luttjehuizen, who submitted the outline, said it was important for the DIA's voice to be heard. It was noted a process for obtaining general opinion is in place and has proven efficient and effective, an example being the quick canvass of businesses regarding the two-night road closure. The heart of the issue for Kevin revolves around parking matters. While the vast majority of others noted parking was a resource important to maintain to ensure convenience for consumers, Gabe said the Town should get out of the parking business. Mark Wood noted that we should be supportive of all development as that will ensure a solid future. He added that the DIA sent a letter in support of Century Condo and in support of The Woolverton, noting as long as the Town approved on planning principles. That is where the decision should be made. Reg noted the Town has a parking study planned, it was delayed from 2021. Reg added that the parking concern which arose immediately before Council's vote on The Woolverton was very odd in that the project was very public for a year. He was concerned about misinformation which circulated widely among downtown businesses. It was noted the Town of Grimsby needs to update its parking bylaws as some are out of touch. Harley Valentine noted a key item was a connection between The Woolverton parking Balsam Lane parking which was only every proposed as a pedestrian connection. A large number of business owners downtown said they understood it was a drive-thru connection, which would eat up even more parking spots in the public lot, but that was never the case.

**All was received for information.**

### **New Business:**

- Jeff noted the GSS reunion is planned for May 19-21
- Gabe asked about receiving DIA correspondence. He was informed Serena in his office is on the DIA mailing list and he can certainly be added.
- Mike reiterated board meetings are the first Wednesday of each month at the GBF Hub at 8 a.m., unless special circumstance necessitates a change.

### **New Business: Wednesday, April 6**

**Motion to adjourn – Moved By Mark, Seconded By Reg - Approved**

