

**Grimsby DIA Minutes  
Wednesday, June 1, 2022  
In-Person at GBF Hub**

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

**ROLL CALL - Present:** Mike Williscraft, Reg Freake (8:15 a.m.), Bryan Macaulay, Simon Duong, Jeff Jordan, Luca Vitali

Regrets: Roseanna La Porta, Andy Daniels

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

**MINUTES:**

• Minutes from May 2 meeting were presented – no errors of omissions noted.

**Motion: To approve May 2 minutes**

**Moved: Bryan Seconded: Jeff – Approved**

**Delegations:**

• Beth Brens, **Town of Grimsby's new director of finance** – Attended to introduce herself and deal with any follow up questions to 2021 financials

**Finance Report: Roseanna**

• **Invoices to be paid –**

• Garden City Comedy Festival - \$1,200 – monthly comedy shows

• NewsNow – Shop Local marketing - \$902.87 – invoices with package

**Motion: To approve the invoices for NewsNow and Garden City Comedy Festival**

**Moved: Luca Seconded: Simon – Approved**

**Business Arising:**

• **Happening in Grimsby report –**

Simon reported no grant came through for Happening, \$60,000 was expected. He said his business and Harmony Jewellers both sponsored the event for \$10,000 each. A professional stage will be set up at Ontario Street and a ferris wheel on Main at Christie. Security costs are in the neighbourhood of \$11,000. The street will be licensed, car show at PKC, kids area in Coronation Park. All looking forward to getting the event up and running.

• **Monthly comedy nights** – The June 29 show will be the last of the monthly series with the Wednesday night weekly shows in Coronation Park starting Wed, July 6 at 7 p.m.

• **Downtown Reimagined** – No update, nobody has seen or heard anything. Nothing at Niagara Region either on the project

• **Niagara Jazz Festival** – Luca noted his restaurant (Casa Toscana) is now part of the Niagara Jazz Festival and will have weekly Thursday shows with a main event set for July 24.

- Reg noted the Town of Grimsby would be waiving the two-hour parking limit on the enforcement on the south side until the proposed parking study is completed. On the parking study, many noted how important it was for document to accurately reflect the current and future needs of parking in the core.

## **New Business**

- **Grimsby Arts Walk** – Kate Pyatt spoke to this new event, which is the evolution of the event the board has talked about since early 2021. The event will be a multi-site, juried art/culture show spanning from Nelles Manor through the core and over to Grimsby Public Art Gallery. Bryan Macaulay and new GPAG curator Alex Hartstone will be part of the jury. Somewhat in connection with this, mural artists are being sought to provide prospective ideas for murals downtown. Additionally, anyone who knows a property owner with a prospective location for a mural, they will reach out to see if permission for an installation is possible. The event is still coming together, so no final budget set, but the board will consider a considerable sponsorship once more information comes in.

- **Poster box in Coronation Park** – who has the key? Is that Town of DIA? If DIA, let's get a locksmith down to get the old lock off and get a new lock on.

- **Shop Local Campaign** – The first Spring/Summer shop local campaign DIA has tried has been launched with print and social media marketing – using the blueprint done with the pre-Christmas promotions. The promotion will connect into the monthly comedy nights. It was suggested a QR code be added to material to navigate people to the “friendly” website where more promotional info is set up.

- **Happening promotion** – Following up on earlier discussion re Happening, Mike noted his conflict and did not discuss or vote on a ad suggested for the DIA in an eight-page promotional section in NewsNow. The promotion was seen as a great idea

**Motion : To publish a 1/4 Page ad in NewsNow's Happening promotion**

**Moved By Reg, Seconded By Luca - Approved**

Next Meeting – Wednesday, July 7

8 a.m. - GBF Hub

**Motion : To Adjourn**

**Moved By Simon, Seconded By Reg - Approved**