

# Grimsby DIA- Minutes

2023-03-01

Teddy's 30 Main Street West, Grimsby, in person 9:00 am

**Present:** Mark Wood, Christine Kempf, Daniel Vandersteen, Kendra Wintels, Simon Duong, Mayor Jeff Jordan, Chris Mindorff, Councillor Delight Davoli

**Regrets:** Lacey Horn

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1. Meeting Called to Order 9:02 am- Mark Wood
2. Michelle Seaborn presented on behalf of Farmers Market which will be moved back downtown for this spring/summer season. Wanted to express excitement to be coming back downtown. Concern expressed by downtown merchant regarding pylons being put out to early blocking lunch time traffic for restaurants. Michelle explained that they are not supposed to go out until 12:30. Seaborn will clarify this with market staff and requested that downtown merchants advise their customers on market days that their vehicles need to be moved by 1 pm to help streamline the process of clearing the street in time.
3. Kara Dow Chair of Civics for the Grimsby Garden Club spoke on the safety issues being posed by the hanging baskets on Christie Street. Garden Club plants all baskets for Christie Street and downtown in mid March. DIA reimburses Garden Club for costs of planting. They would like to see baskets continued to be hung on Christie street to improve beautification and are working with the Town to figure out a safer solution for watering baskets in the narrow part of the bridge. 12 baskets are normally hung on Christie Street and Dow wanted to know how to proceed with these as planting needs to begin shortly and no firm answer on whether they will be able to be hung on Christie Street. DIA confirmed the Garden Club should go ahead as planned and plant all baskets. If Christie Street is not viable, another alternative location will be found for the 12 baskets.

4. David Green, director of Comedy Festival requested \$2,000 towards Grimsby Comedy series in the Month of August. Dates will include each Wednesday in August and will take place in Coronation Park. Green will require access to electrical outlet and would like access to the community poster board in the park for advertising. Mayor Jeff Jordan called the motion, seconded by Simon Duong. All voting attendees voted in favour of \$2,000 going towards Grimsby Summer Comedy Series.
5. Daniel Vandersteen provided update on website revitalization and email set up. Full access to Instagram and Facebook have been sorted out, Twitter there is no information on email address that set it up so is not accessible. Constant Contact account has been set up, total cost was \$109.00 for the year. Approval for this expenditure was voted on at the last meeting. 48 contact email addresses were uploaded into system. List of contact email addresses was provided by former board, format is not something that can be uploaded directly into Constant Contact. Christine Kempf will transcribe list of email addresses into Constant Contact. Daniel will add area on website that business owners can provide contact information to be added to list if they aren't currently on it. Daniel will work on website and will hopefully have a mock up for next meeting to show board members.
6. Dropbox account to be set up for board members to share information. Cost is \$21.00/year. Simon Duong called the motion, seconded by Kendra Wintels. All voting attendees voted in favour of \$21.00 for Dropbox account.
7. Christine Kempf presented information on DIA social media accounts. Suggesting that both Instagram and Facebook need to be updated on a regular basis. Its imperative that we showcase Grimsby to those outside to encourage people to come visit. Content creation would be a lot for board members to take on. Suggesting that we contract out to a advertising agency. Ground rules need to be established on what is posted. Onus for having posts "reshared" should be responsibility of business owners. Such as tagging Grimsby DIA. Christine will get cost estimates from various local companies to present at next meeting to provide a general idea before it goes out for tender. Will also create a "mock-up" of rules surrounding re-sharing to accounts.

8. Simon Duong requested \$10,000 for Happening in Grimsby Festival. In 2022 the DIA provided \$8,00. This year funding and grants are half of what they received in 2022 so requesting more. Simon Duong and Mark Wood stepped out of vote due to conflict of interest of sitting on the Happening in Grimsby committee. Daniel Vandersteen called the motion, seconded by Kendra Wintels. All voting attendees (excluding Wood & Duong) voted in favour of \$10,000 for Happening in Grimsby.
9. OBIAA membership has lapsed. Renewing membership allows access to services and information. Cost is \$250.00/year. Mark Wood called the motion, seconded by Mayor Jeff Jordan. All voting attendees voted in favour of renewing OBIAA membership.
10. Niagara BIA partnership meets once a month. Meeting includes multiple representatives from different BIA's in Niagara Region. It is an opportunity to share information and discuss what different areas are doing. Mark Wood will be attending meetings regularly. If other members want to join they are welcome. Meetings are held virtually.
11. Motion for the Board to accept executive positions:
  - Chair: Mark Wood
  - Vice-Chair: Simon Duong
  - Secretary: Lacey Horn
  - Treasurer: Daniel VandersteenChris Mindorff called the motion, seconded by Mayor Jeff Jordan. All voting attendees voted in favour of accepting executive positions.
12. DIA Bylaws requiring update. This will be an initiative taken on by the board for this coming year. OBIAA will be a significant resource for information on up-to-date bylaws. Geographical boundaries bylaw is one that needs to be reviewed. Town Clerk will provide assistance with updating and changing bylaws.
13. Mark Wood is investigating if the DIA currently has a valid insurance policy. If it is discovered that the board has no insurance it will need set up immediately. Can't wait until next meeting for vote, so if there is no insurance vote will be sent out via email.

14.Simon Duong call a motion to support the Farmers Market returning back downtown for the 2023 season, seconded by Daniel Vandersteen. Official letter will be drafted up to Town Council advising them of the DIA support.

15.**ADJOURNMENT** at 10:38\* am: Moved by Simon Duong; Seconded by Simon Daniel Vandersteen.