



Grimsby Downtown Improvement Association

Meeting date: June 7th 2023

Meeting time: 9:00 am

Meeting Place: TEDDY'S

Board members in attendance: Mark Wood, Kendra Wintels, Chris Mindorff, Lacey Horn, Christine Kempf, Daniel Vandersteen, Mayor Jeff Jordan

Regrets- Delight Devoli

1. **Call the Meeting to Order** 9:03 am called to order

2. **Approval of the Minutes - May 3rd 2023**

Moved by: Simon Duong

Seconded by: Kendra Wintels

That the minutes of May 2023 be approved. (or amended to reflect)- unanimous vote

CARRIED / LOST

3. **Business Arising from the Minutes**

4. **Reports**

- Chair's Report: Mark
 - The towns auditor report has been approved
 - Mark will be meeting with the town and town employees on where the markers and how the markers are placed for the closed road for Thursdays farmers market
 - We are not "rebranding" the DIA as some have suggested. We are just making sure to use words like "downtown grimsby" and "Grimsby BIA" friendly by nature is still the slogan but will not be used as a way to find info on downtown merchants

5. New Business

- a. The agenda should be posted on the website in advance of the meeting. We should pass a motion once the new website is done to post the
- b. Recap of email correspondence/vote on print ad
 - i. There was a vote via email to place a half page ad in News Now advertising the Happening and the BIA's key sponsorship for the event.
- c. Happening in Grimsby update: Simon
 - i. No Ferris Wheel, subbed for pitching activity and hockey shooting activity. Four food trucks and 2 wineries. After the farmers market on Thursday night there will be a movie night. The road will be closed from Thursday night until Sunday morning. The stage will be positioned on Thursday night and up by the post office as in the past. The kids stuff for the happening has not yet been determined where it will be placed in the park based on the construction. We are going to improve on security with added security guards in addition to the police. There will be stamps to identify those that are drinking age. Local bands and dance troops will be on the stage from Friday with live music performances on both Friday and Saturday night. Funding was harder this year- hopefully there are additional ways to get funding next year. Right now there are 80 vendors, need more. Also the Happening is in need of additional volunteers.
- d. Social Media Report : Christine
 - i. What are everyone's thoughts on a giveaway? All the downtown business' contribute a gift card and do a giveaway to build the following on the BIA social channels - way to launch the new website. - put a social post up, and an email letting all the BIA members know both about the happening (keep the door open) and also about collecting gift cards for a large giveaway.
- e. Event Calendar Update; Kendra
 - i. Google Sheet is now prepared and will be distributed via email to all board members to write in their suggestions and ideas that can be voted on in the next meeting
- f. Website Update: Daniel
 - i. Website is finished and ready to launch- we can either launch now with what has been submitted so far (merchant profiles) or wait longer- Vote to launch website now- motioned by Kendra Wintels, seconded by Christine Kemf, all in favor- unanimous
 - ii. Grimsby Lincoln News- simon will ask about them writing an article on the new BIA and the new website
 - iii. Daniel previewed the completed BIA website (friendlybynature.com)- how to find businesses and preview of events calendar
 1. there is a clickable link if you would like to see your event posted here
 2. We will work with the town of Grimsby to ad a list of their events as well
 3. Daniel will look into see if a feature can be added to subscribe to the Grimsby events calendar
- g. Print ads for website database
 - i. Print ads for the website: advertising to drive traffic to the new site and also encouraging remaining members to submit their business profiles. Vote to place two ads \$599 half page , Motioned by Mark Seconded by Daniel, all in favor- unanimous

- h. 2022 Financial process complete
- i. Chamber Report: Rebecca
 - i. Upcoming Golf tournament June 22nd all proceeds to Nelles Manor and the theater build at West Niagara Secondary School. NCAN- Niagara Climate Change Action Network, taking action on climate change connect with R|ebecca is interested. New organization with a resource for connecting with the newcomer workforce , Rebecca happy to make any connections.
- j. New Business
 - i. Daniel suggests that we need some business cards to direct people to the website, social media, email address and QR code, we could also place theses in business that are willing to have them. Motioned by Mark, seconded by Kendra Wintels all in favor unanimous
 - ii. in 2 to three months once the website is complete we will see how many more business listings we get on the website and then print some copies of the business directory to place for seniors (seniors center, library and tourist center)
 - iii. On Sundays Simply Moto runs their social each week 2-4 pm , only around 100 bikes. Potential for larger social in September
 - iv. Comedy Night in the Park starts the first week of August, approved back in February
 - v. Every three or four months on the new site - we should do an update on any downtown developments(ex destantis project, sewer project)
 - vi. The board chose date of 6/27/23 for those available to meet regarding developing a Job Description for a potential Executive Director hire- to meet with the current Executive Director of the Westdale board to gain insight on this position and recruitment process.

6. Adjourn Meeting- Motion to Adjourn Simon, Seconded Jeff all in Favor all

7. Adjournment- 10:13 am