

**Grimsby DIA Minutes**  
**Wednesday, Feb. 13, 2019**  
**Casa Toscana 8:30 a.m.**

• **Meeting called to order – 8:35 a.m.**

**ROLL CALL - Present:** Reg Freake, Luca Vitali, Roseanna Pedersen, Karen Remers, Mary Jo Clements, Randy Vaine, Bryan Macaulay  
Regrets: Mark Wood

Visitors: Rebecca Shelley, Louise Foster, James Remers.

• **Disclosure of Interest:**

Mike W. Regarding possible ad Leisure Guide.  
Randy with regard to St. Elizabeth's health Care re: transportation

**New Business:**

- It was noted minutes from last meeting, Jan. 30, will be tabled for approval at the next meeting of the board
- Garbage Pickup: Randy reported that he has spoken to Reg. Coun. Wayne Fertich as Niagara Region is looking for a cost saving. The Board noted similar concerns to the previous board regarding clear bags and any reduction of service in the core.  
Mary Jo noted pick up every 2<sup>nd</sup> week is a bad idea. She opposed this notion.  
Karen said clear bags would not look good on Main St. especially if pickup is delayed, which is not uncommon.  
It was noted that a 4 bag limit would be acceptable.  
Luca noted that, as a restaurant, his – and others – have their own pickup.  
At this time, the letter previously submitted by the Board would be sufficient input, but the file would be watched closely and more feedback would be offered if the opportunity arises.

**Digital Campaign**

Karen will distribute her report. It was suggested the board needs a better understanding of what is currently in place with digital. Karen was thanked for her report. She noted all could review the information and follow up with her on any questions.

**Transportation**

Randy noted that transportation in Grimsby is difficult. Taxi service proves slow and unreliable, supported by many comments. He noted some use Uber for St. Elizabeth's Heath Care. Randy will prepare a report for next meeting.

- **Lincoln Guide Ad-** After a discussion about the Leisure Guide ad  
Motion – DIA take the same size ad as 2018 at same cost  
Moved by Luca Vitali Seconded by Randy Vaine

All in favor (Mike did not participate in the conversation or vote due to conflict)

### **Farmers Market**

- Randy had no update today as the insurance issue is still being looked into. Louise reported that the Farmers Market has insurance and will name the GDIA. Louise will connect with Sarah Sweeney, Grimsby director of rec services.

### **Digital Main St. Grant**

- Karen, Luca, Reg all reported about this grant and Karen and Mary Jo are going to a meeting in St. Catharines next week for all Niagara DIAs and BIAs. There is possibly \$10,000 available to support digital marketing.

### **New Business**

- Reg reported that Public Works realm investment program deadline is March 29<sup>th</sup>. \$100,000 apply for a grant for beautification. Must choose a program/area to invest.
- No new financial or correspondence
- New version of Happening at The Forty. New name....date June 21, Friday and Saturday. Expand to Elm St.? Fireworks?? Need for sponsors as new committee starting with nothing.
- The board discussed generally getting 2019 events lined up. A new sub-committee was struck - Luca, MaryJo, Karen
- No Chamber update.
- GEDAC – no update

### **Closed Session: Personnel**

Motion – Bryan Macaulay Seconded by Mary Jo  
All in Favour - Approved

The Board rose from Closed Session:

Motion: Moved By Rosanna Pedersen Seconded By Mary Jo Clements  
Receive updates given in closed session  
All in Favour – Approved

- Before wrapping up, Mike gave a report on the closure of WLMH operating rooms which will start on weekends starting this week.

### **Motion to adjourn**

Moved – Roseanna Pedersen Seconded By Mary Jo Clements  
All in Favour – Approved