

**Grimsby DIA Minutes  
Wednesday, May 1, 2019  
Casa Toscana 8 a.m.**

- **Meeting called to order – 8:00 a.m.**

**ROLL CALL - Present:** Mark Wood, Mike Williscraft, Roseanna Pedersen, Karen Remers arrived about 8:40 a.m.), Mary Jo Clements, Reg Freake, Luca Vitali  
Regrets: Bryan Macaulay, Randy Vaine

- **Disclosure of Interest:**

No Conflicts declared

- Approval of April 17 Minutes:  
Motion to Approve Minutes:

**By: M. Wood      Seconded: L. Vitali**

**CARRIED**

**Correspondence:**

None

**Delegations:**

- Grimsby Legion, Kevin Sharpe & Simon Saulnier attended to give an overview of a street banner project the Legion is looking to initiate - 75<sup>th</sup> Anniversary of D-Day. Looking for sponsors. Cost would be \$175-\$200. Mary Jo will act as a liaison for the project, with Chamber support.

**MOTION: Moved by Reg – Seconded by Mary Jo**

To sponsor up to five banners to a cost of \$1,000

**APPROVED**

- **Happening in Grimsby – Simon Duong chair**

Simon attended to provide an overview of some key changes and developments with Happening. The committee has gotten a lot done since it started to meet in late January. He said a lot of focus has been put on downtown with attention to detail when it came to what booths would go where and ensuring there are traffic generators downtown. Simon agreed to attend in June for an additional update. Simon's presentation was cut short to allow another delegate with time pressure to proceed.

- **Brian Purdy – Niagara Gateway**

Brian attended to outline the evolution of the Gateway tourism kiosk. He said visitors in one year at the booth have numbered more than 51,000. A new video

screen has been added for marketing purposes. Niagara Region covers \$1,000 of the monthly rent. Additional support from the Town of Grimsby is in place until the end of 2019. DIA had topped up a rent amount believed to be about \$200/month. Mark noted the investment is an excellent value for the DIA. Mike will check with Sarah Sweeney regarding GDIA participation so the board can assess any future connections.

**New Business:**

- Balsam Lane update – Mike has been in contact with the town official who has overseen a major revision on Balsam Lane. The result has been 12 additional parking spots in the same space. Mike will extend an invite to get an in-person update at the June meeting.
- Karen asked about the Elm and Main St lot – former site of Dressing Room and Pics Plus – re any plans for the spot. No solid information was available.

**Events Committee:**

- Luca noted he has had some initial discussions with Grimsby Garden Club about a Garden Day sale for Main Street in Spring 2020. The initial idea met with great interest.
- Mark introduced the need to a motion in support of the Aug. 17 Street Party. The board was 100 per cent behind the event.

**MOTION: Moved by Luca V. – Seconded by Reg F.**

**Approved**

- The board agreed to support a Mother's Day promotion with “flowers for moms”. No invoice was available. It was noted the cost was just over \$500. To ensure sufficient buffer, it was agreed to approve a ceiling of \$1,000 with the knowledge the eventual cost would not be close to that.

**MOTION: Moved by Luca V. – Seconded by Reg F.**

**Approve up to the purchase of three cases of flowers up to \$1,000.**

**Approved**

**Chamber Update**

- Golfers needed for tournament June 19. Chamber breakfast coming up May 2.

**GEDAC Update**

It was noted the upcoming meeting of the board would involve a visit to Vineland research station.

**Next Meeting**

Wednesday, June 5

**Motion to adjourn**

**By: R. Vaine      Seconded: L. Vitali**

**CARRIED**