

**Grimsby DIA Minutes  
Wednesday, June 6, 2019  
Casa Toscana 8 a.m.**

- **Meeting called to order – 8:05 a.m.**

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

- **Disclosure of Interest:**

No Conflicts declared

- Minutes for May 1 DIA meeting were unavailable.  
May minutes will be part of the July 3 agenda for approval.

**Correspondence:**

None

**Delegations:**

- Ashley McCallum from Town of Grimsby attended to outline the progress of the Balsam Lane entrance/parking renovation. 13 spots were added. The DIA will work with the Town to develop enhanced landscaping to “green” Mountain Street as best as possible, given that is the only area in that stretch where there is an opportunity to improve things. A couple of suggestions were made for the two entrance positions including a couple of possible tourism draws including a walking tour program and a large mural-style Grimsby photo for photo opps. An application will be done for a regional program next year which could help cover costs.

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

Simon noted \$4,800 of the DIA's Happening contribution of \$6,000 has been allocated directly to Main Street programming. Inflatables, stage with local talent, pony rides and much more will be part of the fun. Main Street businesses have been encouraged to put out items for a sidewalk sale. A free bus is planned to connect the town from east to west running until 11 p.m. Any funds raised by the event will go back into the event as seed money.

**New Business:**

- Summer Street Party is set for Aug. 17.

Local charities will be joint recipients of proceeds. A discussion ensued regarding the DIA supporting the event by covering the cost for security.

**By: B. Macaulay Seconded: L. Vitali**

DIA pay up to \$1,500 for NRP security at the Aug. 17 Street Party.

**Approved**

**Events/Marketing Sub-Committee:**

- With Karen's resignation, it was noted the committee would need a new member. Bryan Macaulay suggested Shane Weaver may want to get involved on a committee. It was agreed Bryan would check with Shane and report back in July.

- 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**

- Winding down after golf tournament. Next event a breakfast at Station One June 7.

**GEDAC Update**

It was noted GEDAC is planning an economic development event for smaller communities co-hosted as part of a mayors breakfast in the Fall.

**Next Meeting**

Wednesday, July 3

**Motion to adjourn**

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

**CARRIED**