

## **Grimsby Downtown Improvement Association**

**Meeting date:** October 11, 2023

**Meeting time:** 9 am

**Location:** Teddy's Sports Bar,  
30 Main Street West, Grimsby

**Attendance:** Mark Wood, Councillor Davoli, Simon Duong, Daniel Vandersteen, Lacey Horn, Chris Mindorff, Christine Kempf

**Absent:** Mayor Jordan

**Staff:** Sarah Kim – CAO, Jessica Beaupre – Committee Coordinator

**Others:** Gary Graham – Graham Stephenson Kennedy LLP, Rebecca Shelley – Grimsby Chamber of Commerce

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### **11. Call the Meeting to Order**

The meeting was called to order at 9:03 am.

### **12. Approval of the Agenda**

**Moved by:** Member Duong

**Seconded by:** Member Vandersteen

Resolved that the agenda for the October 11, 2023 BIA meeting be approved.

**CARRIED**

### **13. Declarations of Interest**

There were no declarations of pecuniary or non-pecuniary interest.

### **14. Approval of the Minutes**

**a. September 13, 2023**

**b. October 2, 2023**

**Moved by:** Member Duong

**Seconded by:** Member Kempf

Resolved that the following BIA minutes be received:

- September 13, 2023
- October 2, 2023

**CARRIED**

## **15. Business Arising from the Minutes**

There was no business arising from the previous minutes.

## **16. Delegation**

### **a. Allan Gaumont – Concert Series in Coronation Park**

Mr. Gaumont was not able to attend the meeting. **The Chair** presented the email correspondence sent to him by Mr. Gaumont and explained this is just an idea, and something the BIA can vote on next meeting. Members of the Board engaged in discussion on this idea. The Chair explained he would reach back out to Mr. Gaumont to get more details from this, and it will be added to the agenda for the next regular meeting to further discuss.

## **17. Reports**

There were no reports to consider.

## **18. Verbal Updates**

### **a. Christmas Market Plans**

**The Chair** explained there may be a conflict with another Christmas Market and inquired if the BIA market would still go forward. The Board discussed this and decided that instead of a market, they could do a late night shopping event. They also discussed bringing in some vendors for Ladies Night instead, and possibly using the alley way to host these vendors. **Member Kempf** said she would start contacting some local vendors, and would bring back a more specific proposal to the Board in November.

For Ladies Night, **Member Horn** explained the branding for the event would benefit from some professional design. She highlighted the importance of having other businesses posting about the event with professional graphics. She suggested a local marketing company, Spaceless, to do the creative design for social media graphics, ads, bingo cards, etc. She was quoted at \$400.00 for the service.

**Moved by:** Member Mindorff

**Seconded by:** Member Duong

Resolved that the \$400.00 expense for Ladies Night marketing materials be approved.

**CARRIED**

**b. Garden Club invoicing**

**The Chair** explained he has spoken with the Garden Club about invoicing for the previous planters, and will clear up the miscommunication with them this week. He also explained he has sent a letter to the president to clarify the BIA buys the planters, and Town Staff handles putting them up, taking care of them, and taking them down at the end of the season.

**Member Mindorff** suggested they have conversations with the Garden Club to see what role they could help play in future beautification for the BIA. **Councillor Davoli** suggested the BIA should write a letter to Community Services Staff at the end of the year to thank them for their efforts in helping with the planters.

**c. Christmas Parade**

**The Chair** explained the Board can expect correspondence from Community Services Staff on this item for the next agenda. **Member Duong** confirmed he spoke with Trevor from Community Services, and they will be sending an ask to November's meeting.

**d. Executive Director - Progress Update**

**Member Mindorff** gave an update on the Executive Director search. After the Board approved the hiring policy at the last meeting, they have scheduled several interviews to take place this week. Member Duong, Member Vandersteen, and Member Mindorff will be conducting the interviews. They are also working on the operation policy, which they hope to bring either to the next meeting along with a candidate recommendation, or potentially call a special meeting. Board members asked for the job description to be circulated. There is no official start date set for the Executive Director, but it would ideally be January 1<sup>st</sup>, 2024.

**19. New Business**

**Member Duong** brought forward a resolution on behalf of Mayor Jordan regarding the GEDEAC Tourism Strategy.

**Moved by:** Member Wood

**Seconded by:** Member Duong

Be it resolved that a letter of support be sent to GEDAC to endorse the Town's funding application submission and to support the creation of a tourism strategy.

**CARRIED**

**Member Mindorff** inquired about the status of the Condo project. The Board discussed inviting regional staff, the Regional Councillor, and Public Works staff to come to a meeting to speak about this with them. **Rebecca Shelley** from the Chamber of Commerce explained they are hosting their Business Excellency Awards event on October 18, 2023 and all are welcome to attend. She noted they will be having a lunch and learn event on October 24 on legal tips for small businesses, and there will be several more events to come from the Chamber. Rebecca noted they are looking to collaborate on some educational events with the BIA next year, such as a CPR and first aid training for small businesses. The Chair asked Rebecca to come with a list of proposals to the BIA's February meeting to discuss this further.

## **20. Closed Session**

**Moved by:** Member Duong

**Seconded by:** Member Kempf

Resolved that the BIA meet in closed session under:

- Section 239(2)(e) of the Municipal Act, where a closed meeting is held if the subject matter being considered is litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board; and
- Section 239(2)(f) Advice that is subject to solicitor-client privilege, including communications necessary for that purpose;

**CARRIED**

**Moved by:** Member Mindorff

**Seconded by:** Councillor Davoli

Resolved that the direction from closed session be acted upon.

**CARRIED**

## **21. Adjournment**

The meeting was adjourned at 10:40 am