



Grimsby Downtown Business Improvement Area (BIA)

Meeting date: June 12, 2024

Meeting time: 9 AM

Meeting Place: Teddy's Sports Bar, 30 Main Street West, Grimsby

Present: Mayor Jordan, Mark Wood, Christine Kempf, Daniel Vandersteen, Ben Burns, Lisa Sproston

Absent: Councillor Davoli, Simon Duong, Chris Mindorff

Staff: Amanda MacDonald – Executive Director of the Grimsby Downtown BIA, Jessica Beaupre – Committee Coordinator, Ese Ijevu – Senior Financial Analyst (exited at 9:22 AM), Tony Del Monaco – Director of Finance / Treasurer (exited at 9:22 AM).

1. Call the Meeting to Order

The meeting was called to order at 9:08 AM.

2. Approval of the Agenda (Additions/Deletions)

The following additions were made to the agenda:

- Letter of Support for Town FedDev Grant Application as item 7.
- Correspondence – Town Clock, Rotary Club under item 10.a, Chair's Report.
- Purchase of CRM Software through OBIAA under item 11, New Business.
- Comedy Series in Coronation Park under item 11, New Business.

BIA – 24 – 051

Moved by: Mayor Jordan

Seconded by: Member Vandersteen

Resolved that the agenda for the June 12, 2024, Grimsby Downtown BIA meeting be approved, as amended.

CARRIED

3. Declarations of Interest

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

4. Business Arising from the Minutes

There was no business arising from the previous minutes.

5. Approval of the Minutes

a. Grimsby Downtown BIA Minutes – May 8, 2024 (Attachment)

BIA – 24 – 052

Moved by: Member Vandersteen

Seconded by: Member Sproston

Resolved that the Grimsby Downtown BIA Minutes – May 8, 2024, be approved, as amended.

CARRIED

6. Delegations / Presentations

a. Town of Grimsby Staff – 2023 Audit Review (Attachment)

Tony Del Monaco, Director of Finance / Treasurer introduced himself and Ese Ijevu, Senior Financial Analyst. Ese presented the financial statements to the Board and highlighted the following points:

- The Auditors found the statements were presented fairly
- The only significant change year over year was advertising expenses as more events that happened in 2022 than in 2023.
- The Reserve Balance (as of end of 2023): \$187,148.00

The Chair noted they plan to implement quarterly financial updates.

BIA – 24 – 053

Moved by: Member Vandersteen

Seconded by: Mayor Jordan

Resolved that the Grimsby Downtown BIA approve the name change of the reserve funds from “Capital Reserve Fund” to “BIA Projects & Stabilization.”

CARRIED

BIA – 24 – 054

Moved by: Member Wood
Seconded by: Member Vandersteen

Resolved that the Grimsby Downtown BIA approve the 2023 Financial Statements, as amended.

CARRIED

BIA – 24 – 055

Moved by: Member Wood
Seconded by: Member Sproston

Resolved that the delegation from the Town of Grimsby Finance Staff be received.

CARRIED

7. Letter of Support for Town FedDev Grant Application

Rebecca Shelley, Grimsby District & Chamber of Commerce, explained the Economic Development Officer at the Town will be submitting a grant application to FedDev to develop a business succession planning toolkit, and this letter of support would be included in the application. The Chamber will also be providing a letter of support, and this presents a unique opportunity for Grimsby as this type of tool has not been developed.

BIA – 24 – 056

Moved by: Member Vandersteen
Seconded by: Member Sproston

Resolved that the Grimsby Downtown BIA provide the Town of Grimsby Staff with a letter of support for the FedDev grant application.

CARRIED

8. Financial Updates

a. Financial Transition Update – Verbal Update

Member Vandersteen provided the following update:

- The Board is working through the list of 11 items from the Town Staff memorandum on the financial transition.
- The Town has asked for specific credit policy which they will be working on, but this is also covered under the general financial policy.
- They are currently working on hiring a qualified bookkeeper, there has been some difficulty with this, but they are continuing to search for a qualified candidate.
- They have purchased QuickBooks and have control of the CRA account
- They have set up the bank account, Amanda is meeting with BMO to finalize it.
- They are still waiting for insurance quotes to come back, and the last item will be submitting by-law revisions if necessary.

b. Reserve Fund Title Change – Verbal Update

This item was discussed under item 6.

9. Events Update

a. Ladies Night Review

This item was deferred to a later meeting.

b. Happening in Grimsby

The Chair explained the event will look like last year, and it begins on June 14, 2024. The Grimsby Downtown BIA is the title sponsor of this year's event, and they are going to endeavour to support the Happening event in the future. The event is rain or shine, and the street will be closed for the event from June 14, 2024 – June 16, 2024. Live performances starting at 6:30 PM on Friday night, and live performances will also be in Coronation Park starting at 11 AM on Saturday. For more information, visit the Happening in Grimsby website or Facebook page.

10. Reports

a. Chair's Report – Verbal Update

The Chair provided the following updates to the Board:

- Correspondence – Town Clock, Rotary Club

- The Rotary club are planning to get the clock back up and running
- The clock will be moved during watermain construction, so this presents an opportunity to repair the clock
- They have requested financial support to assist in the repair from the BIA, but they have not provided a timeline yet or a list of other donors.
- Financial Transition
 - They have working hard with the Town Staff and spending a lot of time on the transition.
- Policies
 - They have created a list of policies they believe should be created
 - The current plan is to start with the big ones first, such as Finance or HR, and work their way down the list with guidance from the Town.
 - Work way down the list with guidance from the Town

11. New Business

a. Purchase Tax Roll Software through OBIAA

The Chair explained this item was deferred from the Board meeting last month. The Board is working to gather member information to make sure they are informed about BIA activities. This information is only accessible through OBIAA Board, through MPAC. Purchasing the CRM platform will allow access to the information.

BIA – 24 – 057

Moved by: Member Vandersteen
Seconded by: Member Sproston

Resolved that the Grimsby Downtown BIA approve the one-time fee of \$1921.00 to purchase the OBIAA CRM platform, to be funded by a transfer from the reserve fund; and

1. The annual fee of \$621.50 for the OBIAA CRM platform subscription.

CARRIED

b. Comedy Series in Coronation Park

The Chair explained they are working on a final dollar value of what this event will cost. It will begin in August 2024 and run for 4 weeks. They currently have \$2000 set aside in the budget for this event, which largely

goes to the payment of the performers. The estimated average attendance for this event series is 200 – 300 people.

Member Burns inquired about signage and putting up a banner for any events sponsored or supported by the BIA. The Chair noted that there will be further discussion on this.

The Chair announced the following regarding membership participation at Board meetings:

- They want to continue to promote members reaching out via email, phone, etc. to make sure voices are heard at a meeting.
- They are going to make sure items on agenda are very clear and indicate what the membership can speak too.
- They will be looking to put policy in place about membership speaking at meetings.

12. Adjournment

The meeting was adjourned at 10:01 AM.