



Grimsby Downtown Business Improvement Area (BIA)

Meeting date: July 10, 2024

Meeting time: 9 AM

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

Board members: Mayor Jordan, Councillor Davoli, Mark Wood (Chair), Simon Duong, Christine Kempf, Daniel Vandersteen, Ben Burns, Lisa Sproston

Staff: Amanda MacDonald – Executive Director of the Grimsby Downtown BIA, Katie Viccica – Deputy Clerk

1. Call the Meeting to Order

The meeting was called to order at 9:00 a.m.

2. Approval of the Agenda (Additions/Deletions)

BIA-24-058

Moved by: Member Vandersteen

Seconded by: Member Burns

Resolved that the agenda for the July 10, 2024 Grimsby Downtown BIA meeting be approved.

CARRIED

3. Declarations of Interest

There were no declarations of interest.

4. Business Arising from the Minutes

At the previous meeting, Councillor Davoli requested an analysis and summary of what the planter beautification was going to cost in comparison to what is budgeted. Councillor Davoli requested this be included on the next agenda.

5. Approval of the Minutes

a. Grimsby Downtown BIA Minutes – June 12, 2024 (Attachment)

BIA-24-059

Moved by: Member Sproston

Seconded by: Member Burns

Resolved that the Grimsby Downtown BIA Minutes of June 12, 2024, be approved.

CARRIED

6. Delegations / Presentations

a. The Happening Update

- Member Duong provided an update on social media engagements for The Happening event, such as impressions, reach, interactions, and followers. Member Duong reviewed the event's revenues and expenses, and Councillor Davoli invited Member Duong to present this information at a future meeting.
- The Board discussed the potential for a Grimsby Midway and increased security to assist with potential criminal activity at future Happening events.

BIA-24-060

Moved by: Mayor Jordan

Seconded by: Member Vandersteen

Resolved that the presentation from Member Duong be received.

CARRIED

7. Financial Updates

a. BMO Update

- Amanda MacDonald, BIA Executive Director, provided an update on BMO. The accounts are ready to be set up and the final step is for the Town to send the initial transfer in September.

- Quickbooks is also set up, along with the signing authority. Once a bookkeeper is secured, they will confirm the budget and accounts were set up correctly.

BIA-24-061

Moved by: Councillor Davoli
Seconded by: Member Vandersteen

Resolved that the BIA Treasurer present a report on what the actual transition costs for the Board were in 2024, compared to the projected.

CARRIED

8. OBIAA CRM Update

The Executive Director noted the OBIAA is moving forward. Amanda will be undergoing training and will send out an invite for interested Board members to attend. For those that cannot attend, the training will be recorded and a link will be circulated.

9. Downtown Clock

The Grimsby Rotary Club asked the BIA to participate in the refurbishing of the downtown clock. The Chair reached out for more specifics such as their plan, timeline and fundraising strategy. The Rotary Club also contacted Mayor Jordan, who directed them to the Community Grant Program. An update will be provided when more information is received.

10. Reports

a. Chair's Report – Verbal Update

The Chair spoke to The Happening and financial update, and noted there has been positive feedback regarding the Music in the Park Program. David Green, Festival Director for Garden City Comedy Festival, sent correspondence confirming there will be comedy shows in Coronation Park every Wednesday in August. Advertisements for this event will be sent out on social media.

b. Executive Director's Report (Attachment)

Councillor Davoli noted the BIA approved their draft financial statements

at the last meeting, but the final statements were not received or published. The Executive Director reached out to the Town last week for the final statements, and the reason they have not been received is part of the closed session discussions listed on the agenda.

BIA-24-062

Moved by: Member Duong
Seconded by: Councillor Davoli

Resolved that the Executive Director's Report be received for information.

CARRIED

11. New Business

- Member Kempf met with Grimsby Books, a small bookstore that carries a book titled "Bianca the Brave." They discussed the potential for a "Find Bianca" event, where downtown businesses hide a Bianca in their space and visitors get a stamp when they find it. When the stamp card is complete, they bring it back to Grimsby Books. The intent is to promote visiting the various business in the downtown core.
 - Member Vandersteen confirmed the BIA has budget to cover the cost of the stamp cards, and recommended they come to the BIA before the budget for any 2025 considerations.
- Member Duong is volunteering with the Easter Seals, a charitable organization that ensures those with accessibility needs have access to equipment and programs. There is a fundraiser and dance competition on October 18th he will be taking part in.
- The Chair noted the potential to work independently with various businesses to organize activities for those that do not travel for Labour Day weekend.
- Member Burns presented an audit of the BIA's social media that was intended to go under the Business Arising section of the agenda. Member Burns discussed social media content issues, visual identity issues, and website issues. There is a need for the BIA to focus more on promoting businesses, events, and beautification. The Executive Director noted the website needs to be updated to be compliant with AODA legislation.

- The Chair requested Member Burns create a timeline regarding the next steps for marketing and re-branding, and that it be included on the August agenda.

12. Closed Session

- a. Labour Relations Discussion (Section 239(2)(d) of the Municipal Act)
- b. Insurance Quotes (Section 239(2)(k) of the Municipal Act)
- c. Bookkeeper Quotes (Section 239(2)(k) of the Municipal Act)
- d. Visual Identity and Website RFP Review (Section 239(2)(k) of the Municipal Act)
- e. Approval of Closed Minutes

BIA-24-063

Moved by: Member Duong
Seconded by: Mayor Jordan

Resolved that the Board meet in Closed Session under:

- Section 239(2)(d) of the Municipal Act, where a closed meeting is held if the subject matter being considered is labour relations or employee negotiations; and
- Section 239 (2)(k) of the Municipal Act, where a closed meeting is held for the purpose of a position, plan, procedure, criteria, or instruction to be applied to any negotiations carried on or to be carried on by or on behalf of the municipality or local board.

CARRIED

13. Open Session

BIA-24-064

Moved by: Member Vandersteen
Seconded by: Member Burns

Resolved that direction provided in Closed Session regarding a matter to be considered as labour relations or employee negotiations be approved; and

1. That the Board direct the Chair to execute all documents relating to the Insurance Quotes; and

2. That Fena Insurance Solutions is the successful bidder on the Insurance Quotes; and
3. That the direction provided in closed session regarding the bookkeeper quote be approved; and
4. That Back in Black is the successful bidder on the Bookkeeper quote; and
5. That the Board be directed to undertake the direction provided regarding the Visual Identity RFP.

CARRIED

14. Adjournment

The meeting adjourned at 10:41 a.m.