



Grimsby Downtown Business Improvement Area (BIA)

Meeting date: August 14, 2024

Meeting time: 9 AM

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

Board members: Mayor Jordan (entered at 9:07 AM), Councillor Davoli, Simon Duong, Christine Kempf, Daniel Vandersteen, Ben Burns, Lisa Sproston (entered at 9:07 AM, exited at 10 AM)

Absent: Mark Wood, Chris Mindorff

Staff: Jessica Beaupre – Committee Coordinator

1. Call the Meeting to Order

The meeting was called to order at 9:02 AM.

2. Approval of the Agenda (Additions/Deletions)

BIA – 24 – 068

Moved by: Member Burns

Seconded by: Member Kempf

Resolved that the agenda for the August 14, 2024, Grimsby Downtown BIA meeting be approved.

CARRIED

3. Declarations of Interest

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

4. Business Arising from the Minutes

Councillor Davoli requested follow up on the beautification program analysis and the financial statements.

5. Approval of the Minutes

- a. **Grimsby Downtown BIA Meeting Minutes – July 10, 2024 (Attachment)**
- b. **Grimsby Downtown BIA Special Meeting Minutes – July 30, 2024 (Attachment)**

BIA – 24 – 069

Moved by: Member Vandersteen
Seconded by: Mayor Jordan

Resolved that the following minutes be approved:

- Grimsby Downtown BIA Meeting Minutes – July 10, 2024
- Grimsby Downtown BIA Special Meeting Minutes – July 30, 2024

CARRIED

6. Delegations / Presentations

There were no delegations or presentations.

7. Financial Transition Update

Member Vandersteen explained that the insurance has been finalized, and they will be meeting with the Bookkeeper on Friday. The bank account is up and running, the WSIB account has been created, and they are on track to meet the October timeline.

8. Social Media Calendar

Member Burns provided the Board with a handout on social concepts for the BIA. He explained the following points:

- The goal is to post on social media 3 times a week and increasing awareness and visibility
- Want to raise awareness of what the BIA does, and the businesses included
- Would like BIA to assist businesses with social media by highlighting businesses in the social media content, perhaps by doing 20 – 30 second video clips of what a business offers

- Also, could do giveaways for residents and use local business product to further support local businesses
- Would like to engage the community through social media

The Board discussed the following points:

- How to potentially include this in the budget for next year.
- What can be done in the interim, such as reaching out to other BIAs for their social media operating procedures.
- A submission process for businesses to be featured on the BIA social media pages to ensure fairness and openness.
- A BIA educational awareness campaign on social media.
- Direct member outreach in person and digitally.

Member Kempf, Member Duong, and Member Burns also noted they would be willing to volunteer their time to help make videos for the BIA social media.

BIA – 24 – 070

Moved by: Member Vandersteen
Seconded by: Member Duong

Resolved that a Request for Quote (RFQ) be drafted for the social media management plan and be presented at the next regularly scheduled meeting.

CARRIED

9. Ladies' Night

Member Kempf explained Ladies night will be hosted on November 21st, 2024. The event last year was very successful, and she inquired about some type of banner or small banners to promote the event.

10. Christmas Promotion

Member Kempf explained they did not receive the not grant for the market, so it would be a difficult event to organize without proper funding. She suggested they could run a support local passport program promotion instead in December. Businesses could opt to participate and at the end of the promotion residents could turn in their passport for a draw to win \$1000.

The Board discussed the following points:

- Potentially having multiple winners
- What passport design might look like
- How to include businesses who do not opt in

Councillor Davoli requested Member Kempf come back to the next meeting with more information on what the promotion might look like. She also inquired about the short term and long-term plans for Christmas lights.

11. HR Employee Manual Update from Executive Director

Member Vandersteen provided the update in the Executive Director's absence. He explained that the HR manual draft was distributed to Board for comment, and that the Board must ensure all comments are submitted to the Executive Director. They will be voting on the final draft at the next meeting, and this manual was drafted in consultation with the Town's CAO and HR staff.

12. Reports

a. Executive Director's Report (Verbal)

The Executive Director was absent, so the verbal update was not provided.

13. New Business

Member Vandersteen explained he received a request from Ad Media Solutions; they do ads in the Casablanca Hotel and the Comfort Inn, and they inquired if the BIA would be interested in being a part of their digital promotional guide. The cost is \$600 for the year. **Member Duong** explained he would follow up with the company and report back with more information.

Councillor Davoli requested an item be added to the next agenda regarding service-based businesses, and how they can support them. She also noted a previous program run by the BIA for businesses, the Christmas Garland program. She noted this may be something they could do.

Member Burns noted they could reach out to local organizations, like the Garden Club, to assist the businesses in decorating for the Holidays. He also requested that the Executive Director submit a time summary so the Board can see what tasks she is currently spending her time on and evaluate where else her time may need to be spent.

14. Adjournment

The meeting was adjourned at 10:11 AM.