



**Grimsby Downtown Business Improvement Area (BIA)**

**Meeting date: September 11, 2024**

**Meeting time: 9 AM**

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

**Board members:** Councillor Davoli, Mark Wood (entered 9:25), Simon Duong, Christine Kempf (left at 9:55), Chris Mindorff, Ben Burns, Lisa Sproston (left at 10:00)

**Absent:** Daniel Vandersteen

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

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**1. Call the Meeting to Order**

The meeting was called to order at 9:08 a.m.

**2. Approval of the Agenda (Additions/Deletions)**

There was an addition to the agenda to allow Tim DeLong to speak on the opening of Trail Ridge Montessori School. Under New Business, Councillor Davoli noted intent to share information on an event. The agenda was approved as amended.

BIA-24-077

**Moved by:** Member Burns  
**Seconded by:** Member Sproston

Resolved that the September 11, 2024 BIA agenda be approved, as amended.

**CARRIED**

**3. Declarations of Interest**

There were no disclosures 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 (Attachments)**

BIA-24-078

**Moved by:** Member Burns

**Seconded by:** Member Kempf

Resolved that the following minutes be approved:

- BIA minutes of August 14, 2024
- Special BIA minutes of August 29, 2024
- Special BIA minutes of September 6, 2024

**CARRIED**

#### **6. Delegations / Presentations**

- a. Tim DeLong of Trail Ridge Montessori announced the school is hosting an open house on Saturday, September 14 from 10-12; all are welcome to attend. The Mayor will be doing a ribbon cutting.
- b. Harley Valentine spoke to the Balsam Market Square design concept. This concept will be presented to Council and a public open house will be held on October 4, 2024 from 6-7 p.m. at Carnegie Hall.

BIA-24-079

**Moved by:** Member Mindorff

**Seconded by:** Member Kempf

Resolved that the delegations from Tim DeLong and Harley Valentine be received.

**CARRIED**

#### **7. Chair's Report – Verbal Update**

The Chair announced the Century Condos construction has started on schedule, and the public notice has been circulated. The Chair plans to communicate with

the Region, the Town, and DeSantis Homes to bring construction updates back to the BIA every 2-3 months.

For the BIA's October meeting, the goal is to create a Pre-Construction Committee to investigate how the BIA reserve can be used to support downtown businesses during construction.

The Board discussed Events prior to BIA Financials.

## **8. Events**

Member Kempf provided an overview of the events listed on the agenda.

- a. Canada Day** – The Chair will gather information on Canada Day in Centennial Park.
- b. Halloween** – There will be candy provided to businesses on October 26<sup>th</sup> so children can go trick-or-treating downtown, as well as a costume contest in the alleyway.
- c. Christmas** – There will be a passport program where patrons will be entered into a draw if they spend a minimum of \$30 and visit 6 businesses. A Day With Santa and other Christmas activities will also be happening in the alleyway.

## **9. BIA Financials – Member Vandersteen**

Member Vandersteen was absent. The Executive Director announced the following information on financials:

- The Board has met all requirements for the financial transition with the exception of the financial policies.
- A budget and audit timeline were created to align with the Town's budget process. There is also a budget survey for BIA feedback.
- Budget presentation will be at the October meeting for approval
- The Board is working to schedule AGMs in November of each calendar year starting in 2025.
- The 2023 financial statements will be circulated and included on the BIA's website.

## **10. Christmas Décor**

### **a. Draft Decorating Guidelines and Application (Attachment)**

The Chair provided updates on Christmas decorations:

- The company the Board previously worked with for décor no longer exists
- Decorations will look different this year due to the high cost of lighting

- Instead, the goal is to have live greenery, business decorating contests, and banners.
- Meeting with Town staff to discuss investing in assets for 2025 and what funding will look like.

## 11. Marketing – Chair & Member Vandersteen

The Chair advised the membership to reach out to Member Burns for any business exposure on social media. The goal is to promote businesses through social media videos.

The Board discussed the remaining items on the agenda prior to moving into closed session.

## 12. Old Business

- a. **HR Policy and Procedures** – There was no discussion on the HR Policy.

## 13. New Business

- a. **Construction & Task Force** – Update occurred under the Chair’s Report.
- b. **Membership Guide** – The Executive Director develop a membership guide as a directory for all businesses.
- c. **Councillor Davoli** – The International Plowing Match is coming to the West Niagara Fairgrounds from September 16-20, 2025, with opportunities for economic development in Grimsby.
- d. **Vacancies downtown** – The Executive Director will reach out to the Town’s Economic Development Officer for updates.
- e. **Councillor Davoli** – requested the Executive Director provide an update on time spent working on BIA business for the next meeting.

## 14. Closed Session

BIA-24-080

**Moved by:** Member Burns  
**Seconded by:** Member Mindorff

Resolved that the Grimsby Downtown BIA meet in closed session under 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**

## 15. Open Session

BIA-24-081

**Moved by:** Councillor Davoli

**Seconded by:** Member Duong

Resolved that the direction provided in closed session regarding the RFQ for downtown greenery be approved.

**CARRIED**

Due to time constraints, the Board deferred the remaining items on the closed agenda.

CBIA-24-082

**Moved by:** Member Burns

**Seconded by:** Member Mindorff

Resolved that the RFQ for Social Media Content and the closed minutes be deferred to the next BIA meeting.

**CARRIED**

## 16. Adjournment

The meeting adjourned at 10:39 a.m.