



Grimsby Downtown Business Improvement Area (BIA)

Meeting Date: November 13, 2024

Meeting Time: 9 a.m.

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

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

Staff: Amanda MacDonald – Executive Director of the Grimsby Downtown BIA, Noah Nickel, Committee Coordinator

1. **Call the Meeting to Order**
2. **Approval of the Agenda**
3. **Declarations of Pecuniary and Non-Pecuniary Interests**
4. **Business Arising from the Minutes**
5. **Approval of the Minutes**
 - a. **Grimsby Downtown BIA Meeting Minutes – October 9, 2024**
6. **Chair's Report - VERBAL UPDATE**
7. **Financials**
 - a. **GDBIA 2025 Budget**
8. **Events**
9. **Closed Session**
10. **Old Business**
 - a. **GDBIA Christmas Decorations - Update**
11. **New Business**
12. **Adjournment**

Grimsby DBIA Budget 2025

Revenue

Revenue Source	2024 Budget	2024 Actual (Projected)	2025 Budget	Notes
BIA Levy	\$ 87,350.00	\$ 87,350.00	\$ 87,350.00	
Transfer From Reserve	\$ 48,330.00	\$ -	\$ 87,520.00	
Sponsorships	\$ -	\$ -	\$ 10,000.00	
Grants				
Employee Wage Subsidy Grants	\$ -	\$ 14,000.00	\$ 63,000.00	
Events & Decoration Grants	\$ -	\$ -	\$ 100,000.00	
Total Grants			\$ 163,000.00	
Total BIA Revenue	\$ 135,680.00	\$ 101,350.00	\$ 347,870.00	

Expenses

	2024 Budget	2024 Actual (Projected)	2025 Budget	
Advertising/Promotion				
Advertising	\$ 4,650.00	\$ 2,000.00	\$ 6,200.00	Newspaper, social, marketing BIA (non-event)
Social Media Management	\$ -	\$ -	\$ 16,200.00	Possible outsource or increased internal resources
Member Promotion	\$ 5,200.00	\$ 1,000.00	\$ 4,700.00	Membership guide
Total Advertising / Promotion	\$ 9,850.00	\$ 3,000.00	\$ 27,100.00	
Downtown Beautification				
Lighting Program	\$ 10,000.00	\$ 10,000.00	\$ 60,000.00	Pending Matching Grant Program
Decoration - Planters/Hanging Baskets	\$ 10,000.00	\$ 6,780.00	\$ 8,000.00	Canada Flags on Buildings, flowers, planters
Beautification Assets	\$ -	\$ -	\$ -	
Façade Improvements	\$ -	\$ -	\$ -	
Total Downtown Beautification	\$ 20,000.00	\$ 16,780.00	\$ 68,000.00	
Administration				
Printing, Stationary, Supplies, Computers	\$ 500.00	\$ 250.00	\$ 400.00	
Bank Fees	\$ -	\$ -	\$ 150.00	
Contracted Services	\$ 30,000.00	\$ -	\$ 1,000.00	
Wages & Salaries	\$ -	\$ 21,000.00	\$ 89,520.00	
Employee Deductions	\$ -	\$ 1,800.00	\$ 12,000.00	
Meeting Expenses	\$ 500.00	\$ 304.00	\$ 500.00	Meeting Announcements, etc
Website	\$ 600.00	\$ 522.00	\$ 400.00	
Memberships & Subscriptions	\$ 400.00	\$ 2,848.00	\$ 1,500.00	
Total Administration	\$ 32,000.00	\$ 26,724.00	\$ 105,470.00	
Special Events				
Happening	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	
Winter Events	\$ -	\$ -	\$ 50,000.00	Grant-funded holiday events
Comedy Nights	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	
Shopping Spree Promotions	\$ 1,000.00	\$ 1,000.00	\$ 1,500.00	
Canada Day Event	\$ -	\$ -	\$ 10,000.00	
Other Events	\$ -	\$ -	\$ 4,500.00	Downtown Passport
Christmas Parade	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	
Downtown Event Expansion	\$ 30,000.00	\$ 3,500.00	\$ 3,500.00	
Construction Programming	\$ -	\$ -	\$ 30,000.00	New line for Watermain, Century, Woolverton etc.
Total Special Events	\$ 65,500.00	\$ 39,000.00	\$ 134,000.00	
Town Requirements				
Professional Fees	\$ 4,500.00	\$ 4,500.00	\$ 3,000.00	Bookkeeper, Legal, etc
Audit Fees	\$ -	\$ -	\$ 3,000.00	
Taxes Written Off	\$ 1,130.00	\$ 1,130.00	\$ 3,000.00	
Vacancy Rebates	\$ -	\$ -	\$ -	
Insurance	\$ -	\$ -	\$ 4,000.00	
Charitable Rebates	\$ 300.00	\$ 379.00	\$ 300.00	
Total Town Requirements	\$ 5,930.00	\$ 6,009.00	\$ 13,300.00	
Reserve Contribution	\$ -	\$ -	\$ -	
Total Expenses	\$ 133,280.00	\$ 91,513.00	\$ 347,870.00	
Surplus / Deficit	\$ 214,590.00	\$ 9,837.00	\$ -	
Reserve Closing Balance	\$ 139,238.00	\$ 197,405.00	\$ 109,885.00	



Grimsby Downtown Business Improvement Area (BIA)

Meeting date: October 9, 2024

Meeting time: 9 a.m.

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

Board members: Mayor Jordan, Mark Wood, Simon Duong, Christine Kempf, Daniel Vandersteen, Chris Mindorff, Ben Burns, Lisa Sproston

Absent: Councillor Davoli

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

1. Call the Meeting to Order

The meeting was called to order at 9:05 a.m.

2. Approval of the Agenda

BIA-24-083

Moved by: Member Duong

Seconded by: Member Vandersteen

Resolved that the October 9, 2024 Grimsby Downtown BIA agenda be approved.

CARRIED

3. Declarations of Interest

Member Burns declared a potential non-pecuniary interest with Item 9 b. – Social Media and Content Creation RFQ, because he is the proprietor of a business that may potentially submit a tender for this RFQ.

Mayor Jordan declared a potential non-pecuniary interest with Item 9 a. – Tender Submission from United Floral Distributors in response to the Downtown

Greenery RFQ, because he is the proprietor of a business that may potentially submit a tender for this RFQ.

4. Business Arising from the Minutes

There was no business arising from the previous minutes.

5. Approval of the Minutes

BIA-24-084

Moved by: Member Burns
Seconded by: Member Mindorff

Resolved that the Grimsby Downtown BIA Minutes of September 11, 2024 be approved.

CARRIED

Chair's Report

The Chair gave a verbal update regarding correspondence received from Harley Valentine regarding Mr. Valentine's intentions to explore the interest and feasibility of procuring an art installation to be placed on a private lot as a downtown beautification effort.

BIA-24-085

Moved by: Mayor Jordan
Seconded by: Member Kempf

Resolved that the Grimsby Downtown BIA supports the correspondence from Mr. Valentine and the effort to further downtown beautification on private property.

CARRIED

Additionally, the Chair provided a verbal update on the effort to procure greenery and other décor for the exterior of businesses during the Christmas season. This was further discussed amongst Committee members.

6. BIA Financials – Member Vandersteen

Member Vandersteen reviewed the 2025 budget process, provided an update on the BIA's financial transition, specifically noting that it is nearing completion, and the Board discussed the newly amended financial policies. This was further discussed amongst Committee members.

BIA-24-086

Moved by: Member Wood

Seconded by: Member Duong

Resolved that the following amended policies be approved and adopted by the Grimsby Downtown BIA:

1. Grimsby Downtown BIA Investment and Reserves Policy;
2. Grimsby Downtown BIA Financial Controls and Procurement Policy;
and
3. Grimsby Downtown BIA Petty Cash Policy.

CARRIED

7. Events – Member Kempf

a. Halloween Event

“Nightmare on Main Street” is taking place on October 26, 2024. This event will include pumpkin carving, trick-or-treating, a photo booth, a Hocus Pocus meet-and-greet, and an outdoor screening of the Nightmare Before Christmas.

b. Ladies' Night Event

The Ladies' Night event will take place on November 21, 2024. Vendors will be set up, and bingo will take place. This event will also be advertised on the billboard located within Coronation Park.

c. Christmas Passport

The Christmas Passport event will run from November 15 to December 31, 2024. Passport details are included on the agenda for this meeting and were further discussed amongst Committee members.

BIA-24-087

Moved by: Member Duong
Seconded by: Member Burns

Resolved that the Executive Director be directed to launch the Christmas Passport program.

CARRIED

d. Santa Claus Parade Event

BIA-24-088

Moved by: Member Duong
Seconded by: Member Sproston

Resolved that the \$2,500 budgeted expense to sponsor the Santa Claus parade be approved and that this be issued as soon as possible.

CARRIED

e. Possible Future Event Idea

There is potential for a promotional event or series of events wherein businesses downtown remain open later throughout the winter holiday shopping season. This will be discussed at a future meeting.

8. Closed Session

- a. RFQ for Downtown Greenery**
- b. RFQ for Social Media Content**

BIA-24-089

Moved by: Member Mindorff
Seconded by: Member Burns

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

9. Open Session

BIA-24-090

Moved by: Member Sproston

Seconded by: Member Kempf

Resolved that the direction provided in closed session regarding the Downtown Greenery RFQ and Social Media and Content Creation RFQ be approved.

CARRIED

10. Old Business

a. HR Policy Update

The Executive Director provided a verbal update on the process of the writing, editing, approval and adoption of the Grimsby Downtown BIA's Human Resources policies. The documents are currently under review.

b. Road Construction Business Support Task Force

The Chair advised the membership to submit letters of interest to join the Task Force, to be discussed and voted on at their next meeting.

c. Survey Update

There was no verbal update provided to the Board.

11. New Business

The Committee discussed the ways in which the Board's reception of delegations and presentations should be communicated to the membership.

12. Adjournment

The Chair declared the meeting adjourned at 10:49 a.m.