



Grimsby Downtown Business Improvement Area (BIA)

Meeting Date: February 12, 2025

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 Previous Minutes**
- 5. Approval of the Minutes**
 - a. Grimsby Downtown BIA Meeting Minutes – December 11, 2024
 - b. Road Construction Business Support Task Force – January 13, 2025
- 6. Delegations/Presentations**
 - a. Brandon Wartman & Martin Reid, Town of Grimsby – Construction Update
- 7. Road Construction Business Support Task Force**
 - a. Amanda MacDonald – Regular Update
- 8. Chair's Report - VERBAL UPDATE**
- 9. Financials**
 - a. Financial Update
- 10. Old Business**

11. New Business

a. Mark Wood

Re: Regional Garbage Collection Time Change

b. Amanda MacDonald

Re: Regional Recycling Program Update

c. Mark Wood

Re: Road Construction Business Support Task Force Terms of Reference

d. Mark Wood

Re: Grimsby Garden Club Correspondence

12. Resignation and Appointment of Officers

a. Resignation of Chair

b. Appointment of Chair, Vice Chair, and GEDAC Liaison

13. Adjournment



**Grimsby Downtown Business Improvement Area (BIA)
Meeting Date & Time: December 11, 2024; 9 a.m.
Teddy's Sports Bar, 30 Main Street West, Grimsby**

Present: Councillor Delight Davoli
Mark Wood
Simon Duong
Christine Kempf
Daniel Vandersteen
Ben Burns
Lisa Sproston

Absent: Mayor Jeff Jordan
Chris Mindorff

Staff: Amanda MacDonald – Executive Director, GDBIA
Noah Nickel – Committee Coordinator

1. Call the Meeting to Order

The meeting was called to order at the hour of 9:02 a.m.

2. Declarations of Pecuniary and Non-Pecuniary Interests

There were no pecuniary or non-pecuniary interests that were declared.

3. Approval of the Agenda

BIA-24-102

Moved by: Ben Burns
Seconded by: Lisa Sproston

Resolved that the December 11, 2024, BIA meeting agenda be approved.

CARRIED

4. Business Arising from the Minutes

There was no business arising from the minutes.

5. Approval of the Minutes

BIA-24-103

Moved by: Simon Duong
Seconded by: Daniel Vandersteen

Resolved that the following minutes be approved:

- Grimsby Downtown BIA Meeting Minutes – November 13, 2024

CARRIED

6. Delegation/Presentation

a. Marilyn McCrea – Christmas Market

This item was moved below Item 8 (d.) on the agenda due to technical difficulties.

Marilyn McCrea gave a debrief on the Balsam Lane Christmas Market and presented a photo slideshow of the event.

7. Chair's Report - VERBAL UPDATE

Chair Wood provided his verbal update. This included the Annual General Meeting, what will be included in that meeting and when it will take place. Chair Wood noted that the exact date would be determined at the end of this meeting.

8. Events

- Ladies Night**
- Christmas Updates**
- Story Walk**
- Passport**

Member Kempf provided a debrief on the listed BIA events that took place, discussed how they went, feedback that was received, and provided insight on how to improve similar events in the future.

9. Financials

a. Financial Update

Member Vandersteen provided a verbal update on the BIA's transition to financial independence:

- The most up-to-date year-end financial data will be presented to members at the Annual General Meeting in January
- Nine BIA members have applied for the Christmas Decoration Reimbursement Program, and five reimbursements have been released thus far
- Work is underway on grant applications for 2025 funding opportunities.

10. Beautification

a. GDBIA Christmas Decorations – Update

Member Kempf highlighted some areas where the Downtown Area Christmas decorations were not lighting up.

Chair Wood explained that this issue has been identified and has been brought to the attention of Town of Grimsby staff.

11. Old Business

Chair Wood explained that a meeting was held between the BIA and Town of Grimsby staff to establish the Downtown Construction Committee. They will begin monthly meetings in February 2025 to provide new information and updates on the progress of the Downtown Construction Project.

Chair Wood thanked Executive Director of the Grimsby and District Chamber of Commerce, Rebecca Shelley, for her attendance at the meeting and reiterated a previous commitment to allow Rebecca to speak at the BIA meetings to provide updates on the activities and upcoming events of the Grimsby and District Chamber of Commerce.

12. New Business

- Councillor Davoli inquired about Christmas decoration procurement for the 2025 holiday season. The Chair indicated the BIA does not intend to rent decorations after the 2024 season and will be purchasing them in 2025.

- Member Burns spoke about some of the preliminary efforts of the Downtown Construction Task Force, which have thus far included discussions with Economic Development Officer for the Town of Grimsby, Frank Miele, regarding potential future funding opportunities.
- The BIA discussed when to hold the Annual General Meeting in January 2025. It was decided that the Annual General Meeting of the Grimsby Downtown BIA will be held on Wednesday, January 15, 2025, at 9 a.m.

13. Adjournment

BIA-24-104

Moved by: Daniel Vandersteen

Seconded by: Christine Kempf

Resolved that the meeting be adjourned at the hour of 10:03 a.m.

CARRIED



**Grimsby Downtown Business Improvement Area (BIA)
Downtown Construction Task Force
Meeting Date: Jan 13 2025
Meeting Time: 10 AM
Meeting Place: Microsoft Teams**

Task Force members: Mark Wood, Daniel Vandersteen, Rebecca Shelley, Marilyn McCrea, Harley Valentine, Andy Daniels, Brandon Wartman, Shannon Downey, Bryan Macaulay, Michael Palomba

Staff: Amanda MacDonald – Executive Director of the Grimsby Downtown BIA

1. Call to Order

The meeting was called to order at 10:13 AM.

2. Approval of the Agenda

Motion: To approve the agenda as presented.

- Moved by: Bryan
- Seconded by: Mark
- Carried

3. Declaration of Pecuniary and Non-Pecuniary Interest

- No declarations were made.

4. Purpose and Goals

a. Review of Terms of Reference – Amanda MacDonald

- Amendments:
 - Advocacy line amended to collect information from the BIA and update the task force rather than directly advocating.
 - Added “Out of Scope” section: Most membership communication to come from the Town, BIA, and Chamber.
 - Membership composition updated: Minimum 10, maximum 15 members.

- Attendance expectations: Task force members are expected to attend and provide reasonable justification for absences.
- Chairs will discuss replacing inactive task force members and recommend BIA replacements under composition.
- Meetings to be held in person or virtually.

Motion: To adopt the amended Terms of Reference and send them to the board of BIA for recommendation of final approval.

- Moved by: Rebecca
- Seconded by: Marilyn
- Carried

5. Roles and Responsibilities

- No additional discussions recorded.

6. Vote on Recording Secretary

Motion: To appoint Fay as the Recording Secretary.

- Moved by: Daniel
- Seconded by: Mark
- Carried

7. Vote on Chair

Motion: To appoint Daniel as Chair of the Task Force.

- Moved by: Mark
- Seconded by: Rebecca
- Carried

8. Vote on Vice Chair

Motion: To appoint Marilyn as Vice Chair of the Task Force.

- Moved by: Daniel
- Seconded by: Fay
- Carried

9. Workplan Timeline and Next Steps

- Branding was identified as a key priority.
-

10. Schedule of Future Meetings

- Next meeting scheduled for: February 24th at 10:00 AM (Monday).

11. Next Meeting

- Date: February 24, 2025
- Time: 10:00 AM
- Carried

12. Adjournment

- Moved by: Daniel
- Seconded by: Fay
- Carried

The meeting was adjourned at 11:02 AM

Road Construction Business Support Task Force (RCBSTF)

1. Purpose:

The Road Construction Business Support Task Force (RCBSTF) is to be established to develop and implement strategies that minimize the negative impact of road construction on downtown businesses. The task force will collaborate with local stakeholders to allocate reserve funds, create initiatives, and provide direct business support through marketing, events, community engagement, and advocacy.

2. Objectives:

- Financial Allocation: Recommend effective use of reserve funds to support businesses directly impacted by road construction.
- Business Impact Assessment: Monitor and assess the economic impact of construction on businesses to adjust strategies accordingly.
- Marketing and Events: Develop marketing strategies and host events to drive foot traffic and foster community engagement.
- Business Advocacy: Gather and compile business concerns related to road construction and provide updates to the BIA, which will communicate with the Town of Grimsby to advocate for municipal support and ensure clear construction progress updates.
- Community Engagement: Encourage local residents to support downtown businesses through targeted campaigns and initiatives.
- Digital Strategy: Enhance the online presence of downtown businesses through training, marketing campaigns, and social media initiatives.

3. Scope of Work

- In Scope:
 - Developing business support initiatives and campaigns.
 - Recommending financial relief measures.
 - Organizing marketing and community engagement events.
 - Providing regular communication updates to affected businesses.
 - Advocating for municipal support and resources.
- Out of Scope:
 - Direct management of road construction projects.
 - Changes to construction timelines or budgets.

4. Composition:

- Number of Members: Up to 15 members, minimum 10 members
- Membership:
 - Minimum of two BIA board members
 - One representative from the Chamber of Commerce
 - One Town of Grimsby staff member (if available)
 - Up to two additional community or business representatives with expertise in marketing, events, business development, or digital marketing.
- **Term Length:** Members will serve for the duration of the road construction project or as determined by the BIA Board.

- **Appointment Process:** Members will be appointed by the BIA Board based on their expertise and interest in contributing to the task force.
- **Replacement:** In the event a member resigns or is unable to fulfill their duties, the BIA Board will appoint a replacement.
 - If a member misses three consecutive meetings without reasonable justification, the Chair and Vice Chair will review their participation and may recommend a replacement to the BIA.
- **Absences:** Members who are unable to attend a meeting must notify the Chair or Secretary at least 24 hours in advance, where possible. A reasonable justification should be provided for absences.

5. Roles and Responsibilities:

- Chair: The task force will select a chair to facilitate meetings and ensure progress is tracked and reported.
- Task Force Members: Each member will be responsible for specific areas of focus (events, marketing, financial planning, advocacy, digital strategy).
- BIA Executive Director (Amanda): This person provides administrative support, acts as the primary point of contact, and reports progress to the BIA Board.

6. Decision-Making Authority:

The task force will not have the authority to spend money independently. Its primary role is to generate ideas and recommend initiatives to the BIA Board for consideration. There is a dedicated budget line allocated for the task force to support ideas brought forward. If the board approves an idea, the task force will be responsible for managing its execution within the approved budget and providing monthly updates to the board.

7. Reporting Structure

The task force will provide monthly progress reports to the BIA Board, summarizing activities, initiatives, and outcomes. Additional reports may be requested as needed.

8. Timeline:

The task force will remain active throughout the road construction project, with the option to disband upon completion of its objectives or as determined by the BIA Board.

9. Meetings:

- Frequency: Monthly meetings or as needed to maintain momentum.
- Format: Meetings will be held virtually, depending on member availability.

Plant pots

From [REDACTED]
Date Wed 1/29/2025 5:15 PM
To Amanda MacDonald <Amanda@grimsbydowntown.com>

Hi Amanda

Attached are two photos of the plant pots that have been used for the hanging baskets along Main St in Grimsby.

Since the BIA is assuming responsibility for these baskets now we wanted to offer these to you for sale at \$15 each. We have a total of 56 pots - which are currently stored at [REDACTED]. To purchase these new today would be in excess of \$100 per pot.

These pots were purchased specifically because they have a reservoir in the bottom that is filled through the hose (which sticks out through the top of the soil). Along with watering the earth itself this provides more moisture through the hot summer months.

Thank you for presenting this offer to the BIA for consideration.
[REDACTED]









Sent from my iPhone...



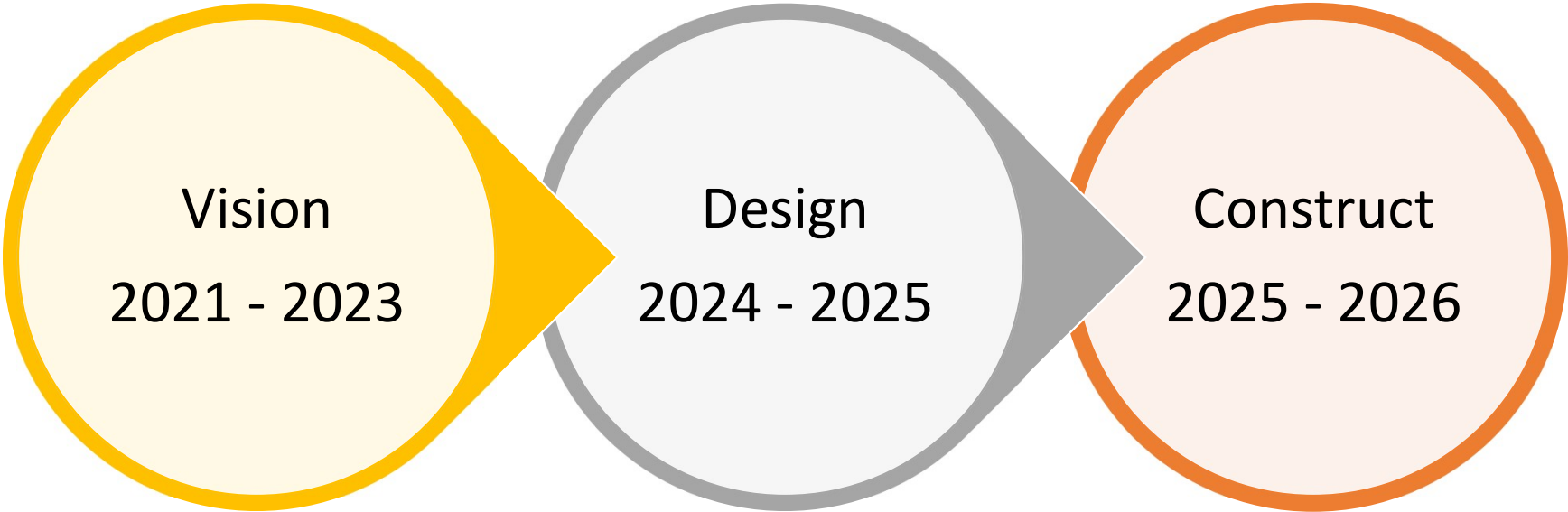
D O W N T O W N
GRIMSBY
REIMAGINED



TOWN OF
GRIMSBY

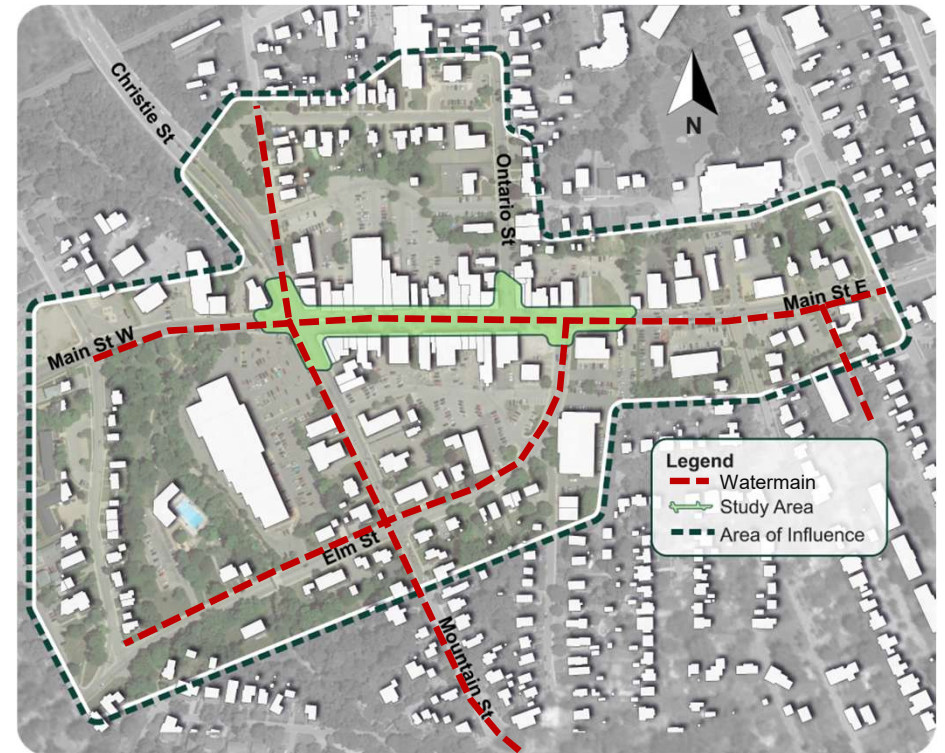
Presented to: **Grimsby Downtown BIA**
Presented by: **Director of Public Works**
Date: **February 12, 2025**





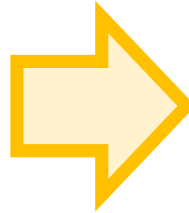
DOWNTOWN GRIMSBY REIMAGINED

- Public Engagement
- Parking Study
- Traffic Study
- Conceptual Designs
- Design Guidelines



Design Guidelines

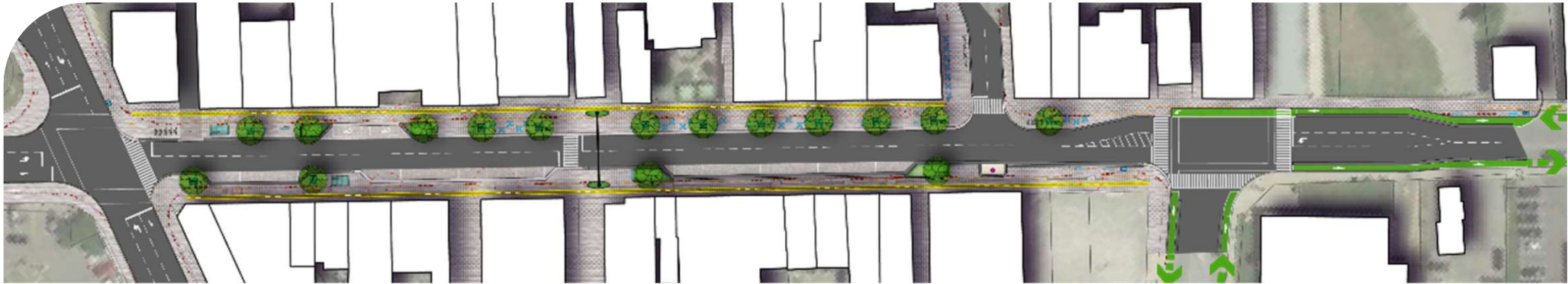
- **Vision Statement**
- **Guiding Principles:**
 1. Prioritize Pedestrian
 2. Sustainability and Innovation
 3. Multi-modal Friendly
 4. Parking Strategy
 5. Economic Vibrancy
 6. Distinct Placemaking
- **Urban Design Guidelines:**
 - Public/Private Interface
 - Public Realm Design



Design Concept

- **Road Cross Section:**
 - Reduced Asphalt Platform
 - Wider Sidewalks
 - Landscape/Furnishing Zones
 - Parking Strategy
- **Prioritizing Elements:**
 - Trees
 - Lighting
 - Landscaping
 - Furniture
 - Active / Inviting Storefronts
 - Public Art





Legend

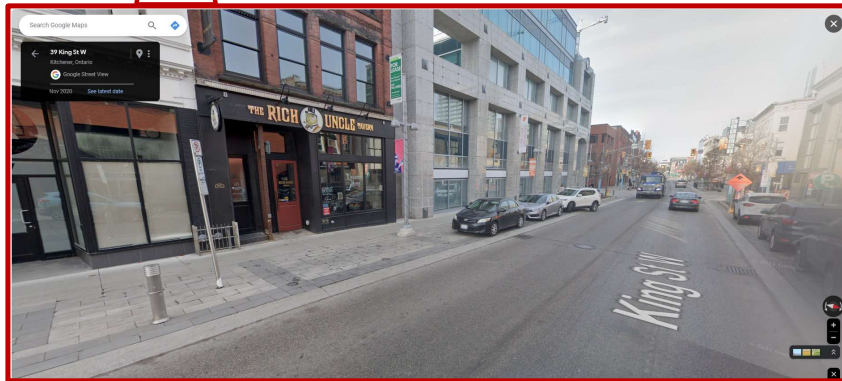
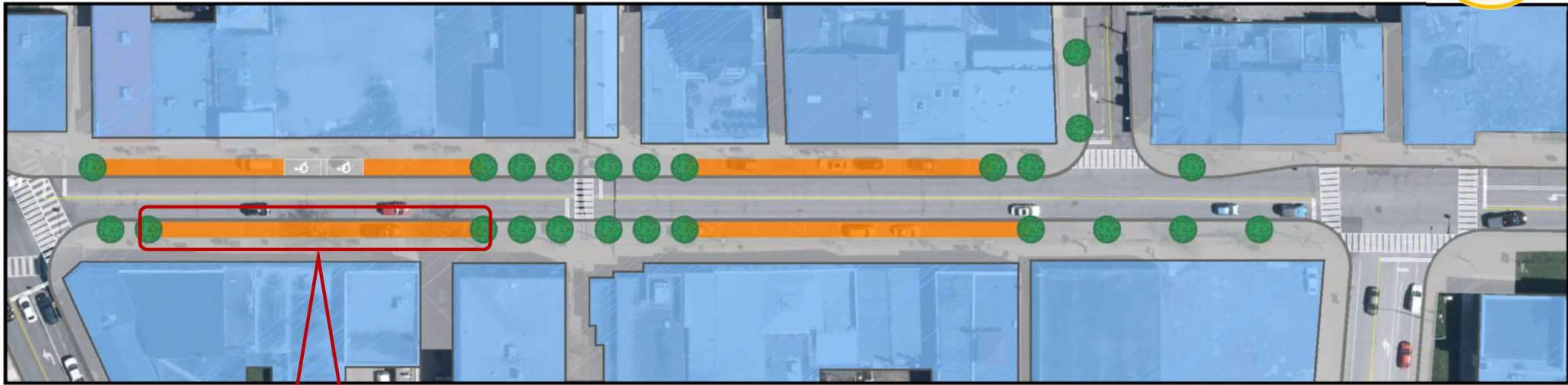
-  Bike rack
-  Bench
-  Litter & recycling
-  Moveable Furniture
-  Transit stop
-  Trees
-  Pedestrian clearzone
-  Flex-Space / On-Street Parking







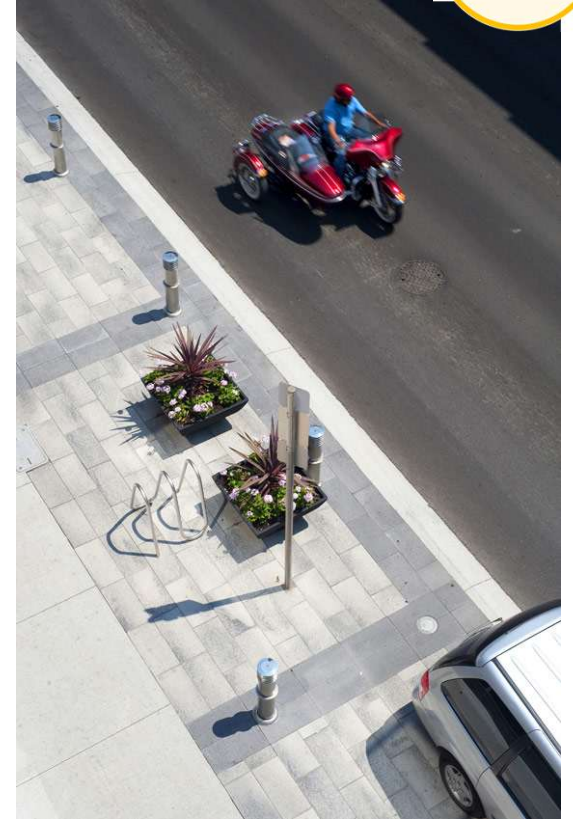




Grimsby Downtown Reimagined Update

King Street, Kitchener, Ontario

Vision



Grimsby Downtown Reimagined Update

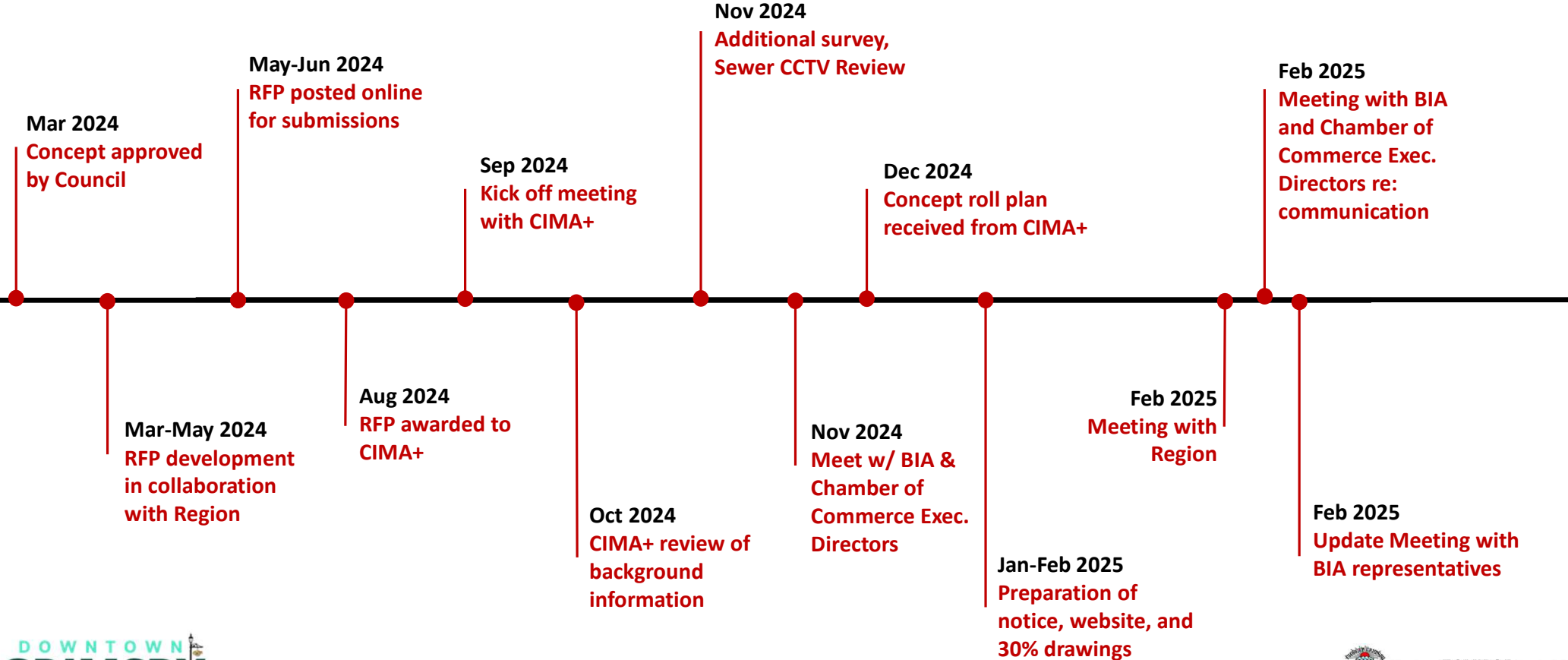
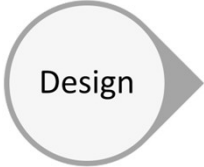
Main Street, Midland, Ontario

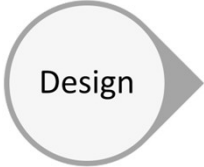
Vision



Public Works - Grimsby DBIA Touchpoint

Detailed Design - Progress to Date





We Are Here

- Feb 2025**
- Project page live
 - 1st notice distribution

- Spring 2025**
- 60% design completion
 - Stakeholder meeting
 - Council meeting

- Feb-Mar 2025**
- 30% design complete
 - Communications plan

- Spring/Summer 2025**
- 90% design completion
 - Stakeholder meeting
 - Council meeting
 - PW Committee meeting
- Summer 2025**
Completion of detailed design



Fall 2025
Tendering for construction

Fall/Winter 2025
Earliest start date for construction of watermain (outside downtown core)

Summer 2026
Road reconstruction including watermain, sewer installation & repairs (within downtown core).

Fall 2025
Pre-construction meeting w/ BIA

Winter-Summer 2026
Watermain replacement, sewer repair & restoration (outside downtown core)

Fall 2026
Project completion





Amanda MacDonald
Executive Director, Grimsby BIA



Rebecca Shelley (she/her) | Executive Director
[Grimsby & District Chamber of Commerce](#) – **Advancing Business, Elevating Community**
 Office 905-945-8319 | Cell 416-877-7605 | 33 Main St W, Grimsby ON L3M 1R3

