

## **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.