



Grimsby Downtown Business Improvement Area (BIA)

Meeting Date: March 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 – February 12, 2025
 - b. Road Construction Business Support Task Force – February 24, 2025
- 6. Delegations/Presentations**
 - a. Regional Councillor Michelle Seaborn – Farmer's Market
 - b. Rebecca Shelley – Grimsby and District Chamber of Commerce Update
 - c. Councillor Don Howe – International Plowing Match
- 7. Road Construction Business Support Task Force**
 - a. Branding RFP Creation
- 8. Beautification Update**
 - a. Baskets and Planters
 - b. Seasonal Décor Update
- 9. Marketing**
 - a. Visual Brand Progress Update

10. Events

- a. International Plowing Match
- b. Easter
- c. Spring Ladies Night
- d. Storywalk
- e. Music on the Forty
- f. Happening in Grimsby

11. Regional Recycling Collection Update

12. Chair's Report - VERBAL UPDATE

13. Financials

- a. Audit and Timeline

14. Old Business

15. New Business

16. Next Meeting

17. Adjournment



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 (exited at 10:09 a.m.)
Mark Wood
Simon Duong (exited at 9:31 a.m., returned at 9:34 a.m.)
Christine Kempf
Daniel Vandersteen
Chris Mindorff
Ben Burns
Lisa Sproston

Absent: Councillor Davoli

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

1. Call the Meeting to Order

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

2. Approval of the Agenda

Chair Wood amended the agenda to include a delegation from Gabriel DeSantis and Eddie Ming of DeSantis Homes regarding an update on road closures associated with the downtown construction project. This delegation will take place prior to the delegation from Town Staff.

BIA-25-004

Moved by: Simon Duong

Seconded by: Daniel Vandersteen

Resolved that the agenda for the February 12, 2025, meeting of the Grimsby Downtown BIA be approved as amended.

CARRIED

3. Declarations of Pecuniary and Non-Pecuniary Interests

Simon Duong declared a non-pecuniary conflict of interest relating to Section 10a of the agenda because he is Chair of the Board of The Happening.

4. Business Arising from Previous Minutes

There was no business arising from previous minutes.

5. Approval of the Minutes

BIA-25-005

Moved by: Christine Kempf

Seconded by: Daniel Vandersteen

Resolved that the following minutes be approved:

- Grimsby Downtown BIA Meeting Minutes – December 11, 2024
- Road Construction Business Support Task Force – January 13, 2025

CARRIED

6. Delegations/Presentations

a. Gabriel DeSantis, President and Eddie Ming, Project Manager – DeSantis Homes – Downtown Project Update

On March 13th, a portion of Main Street will be temporarily closed with a detour route established. The road closure will start at 2 a.m. and end late that same evening. Public notice will be given two weeks prior.

b. Town of Grimsby Staff – Downtown Reimagined Construction Project Update

Brandon Wartman, Director of Public Works, provided an update on the Downtown Reimagined Project. The presentation included renderings of plans for the project, as well as the timeline for development and construction.

7. Road Construction Business Support Task Force

a. Amanda MacDonald, Executive Director – Regular Update

The Task Force held their first meeting wherein they elected officers and worked through their Terms of Reference.

8. Chair’s Report - VERBAL UPDATE

Chair Wood provided a brief explanation of the Road Construction Business Support Task Force and its purpose and future goals and prospects.

9. Financials

a. Financial Update – Member Vandersteen

The latest profit-loss statement was attached to the agenda with nothing to report on finances thus far. The audit process is ongoing and nearly completed. A meeting with the Town is scheduled for next week regarding the audit. No concerns are anticipated.

10. Old Business

a. GDBIA and The Happening

Chair Wood spoke to collaboration efforts with the Happening Board.

Simon Duong declared a non-pecuniary conflict of interest relating to this item because he is Chair of the Board of The Happening.

BIA-25-006

Moved by: Daniel Vandersteen

Seconded by: Ben Burns

Resolved that the GDBIA organize and send a delegation to the next meeting of the Happening Board to discuss opportunities to collaborate and coordinate resources with one another going forward.

CARRIED

11. New Business

a. Amanda MacDonald, Executive Director

Re: Regional Garbage Collection Time Change

There is a contract renegotiation between the Niagara Region and their garbage collection vendor. The Region reached out for the GDBIA's input on time preferences for garbage collection.

BIA-25-007

Moved by: Daniel Vandersteen

Seconded by: Simon Duong

Resolved that the Executive Director be directed to send out a survey to the membership of the BIA to determine when they would like to have garbage collection come for pickup.

CARRIED

b. Amanda MacDonald, Executive Director

Re: Regional Recycling Program Update

New Provincial legislation has shifted the cost of recycling from municipalities to the companies creating recycled materials. The recycling of commercial businesses was not included in this legislation and will not be offered as of January 2026. Regional BIAs and the Niagara Region are delegating and advocating to secure funding to maintain recycling services for commercial businesses.

c. Mark Wood

Re: Road Construction Business Support Task Force Terms of Reference

BIA-25-008

Moved by: Simon Duong

Seconded by: Daniel Vandersteen

Resolved that the Road Construction Business Support Task Force Terms of Reference be approved and adopted.

CARRIED

d. Mark Wood

Re: Grimsby Garden Club Correspondence

BIA-25-009

Moved by: Chris Mindorff

Seconded by: Daniel Vandersteen

Resolved that the Executive Director be directed to expense \$840.00 to purchase the flower planters and baskets from the Grimsby Garden Club.

CARRIED

12. Resignation and Appointment of Officers

a. Resignation of Chair

BIA-25-010

Moved by: Christine Kempf

Seconded by: Lisa Sproston

Resolved that the resignation of Chair Mark Wood be accepted.

CARRIED

Mark Wood vacated the Chair and Vice Chair Simon Duong assumed the role of Acting Chair at 10:18 a.m.

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

BIA-25-011

Moved by: Mark Wood

Seconded by: Daniel Vandersteen

Resolved that Simon Duong be appointed Chair for the remainder of the term of the GDBIA Board.

CARRIED

BIA-25-012

Moved by: Daniel Vandersteen

Seconded by: Chris Mindorff

Resolved that Mark Wood be appointed Vice Chair for the remainder of the term of the GDBIA Board.

CARRIED

BIA-25-013

Moved by: Mark Wood

Seconded by: Christine Kempf

Resolved that Daniel Vandersteen be appointed GEDAC Liaison for the remainder of the term of the GDBIA Board.

CARRIED

13. Adjournment

The meeting adjourned at 10:22 a.m.



**Grimsby Downtown Business Improvement Area (BIA)
Downtown Construction Task Force
Meeting Date: February 24th 2024
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,
Gennasys Smart – Events Coordinator of the Grimsby BIA

Agenda

1. Call to Order
2. Approval of the Agenda
3. Approval of Minutes
4. Declaration of Pecuniary and Non-Pecuniary Interest
5. Updates from Task Force
 - a. Town/Executive Director Update
6. Financial Allocation Discussion
 - Review of available reserve funds.
7. Branding Discussion
 - a. Review and Initial Branding Discussion
 - b. Discussion on potential marketing materials and communication strategies.

8. New Business

- Open floor for additional topics and discussions.

9. Next Meeting

10. Adjournment

Meeting Minutes	
Call to Order:	10:05 AM
Roll Call:	Rebecca, Brandon, Martin, Christina, Marvin, Fay, Harley
Approval of the Agenda:	<ul style="list-style-type: none">• First: Fay• Second: Rebecca Shelley
Declaration of Pecuniary and Non-Pecuniary Interest:	Brandon Wartman's team will be doing the construction.
Updates from Task Force	<p>Timeline update: Brandon's team has a couple of more stakeholder meetings before a clear construction date can be decided. As of right now, there isn't a clear start date. It likely won't occur before October 1, however, anything after that date is fair game. As such, the BIA can proceed with event planning for events within that timeframe.</p> <p>Their grant states that the waterline construction needs to be completed by October 2026, so they are working back from that date, and they are working toward the path of least resistance, wanting to be mindful of the impact to businesses.</p> <p>Information Distribution: Brandon, Martin & Christina are working with the BIA team to create a digestible pamphlet that will</p>

	<p>be sent out to Grimsby residents to provide information on the construction. Within the next week, the pamphlets should be mailed out and in the hands of downtown Grimsby. Rebecca will distribute to the chamber.</p> <p>A website is also currently in the works and should be posted by end of day, February 25th, 2025.</p>
<p>Financial Allocation Discussion</p>	<p>The BIA has allocated \$30,000 for this year. Can be used for messaging, events, pop ups, etc.</p> <p>Reminder: This task force cannot approve spending, can only provide recommendations and the approval goes through the BIA.</p>
<p>Branding Discussion</p>	<p>Allocation of Funds: The Task Force would like to allocate a significant portion of the funding through the BIA to Construction Branding.</p> <p>Port Hope: Daniel wants us to use Port Hope as the model for our rebrand. Daniel and Rebecca will work together to put resources together as an example. In summation: Daniel wants the rebrand to be more public friendly focused. Harley will provide resources from other rebrands.</p> <p>Grimsby Digs: Rebecca’s suggestion for the rebrand name.</p> <p>BIA Rebrand: It was noted that there is a rebrand happening with the BIA.</p> <p>The Town Rebrand: Christina flags that the Town has been approved for a rebranding exercise. The rebrand will involve hiring a marketing consultant and is aimed at being all encompassing: It will have, “a vision and value, mission statements.” Deadline for completion is September 2025. Wants the brand to be specific to the town of Grimsby.</p>

	<p>Synergy: There is a general consensus that members of the task force feel that we should be in the loop with the rebrand of the town, the BIA, and the branding of the construction. That way, we can ensure that the three stay separate entities. Brandon mentions that he has as a branding and marketing team that are already involved. Things they would be a good resource to create synergy throughout the project.</p> <p>RFP: The task force would like for a list of potential marketing firms to be put together for next meeting so that we are able to move forward with this in a timely manner. In addition to the list of marketing firms, a list of branding/marketing expectations also needs to be put together.</p>
New Business	<p>New Members: Tina from Mummas potentially wants to join the task force. Daniel says that she can reach out to him.</p>
Next Meeting	<p>RFP Approval: Approve what business we want to go with. BIA will have to have the final approval.</p>
Adjournment	<ul style="list-style-type: none"> • First: Rebecca Shelley • Second: Harley Valentine

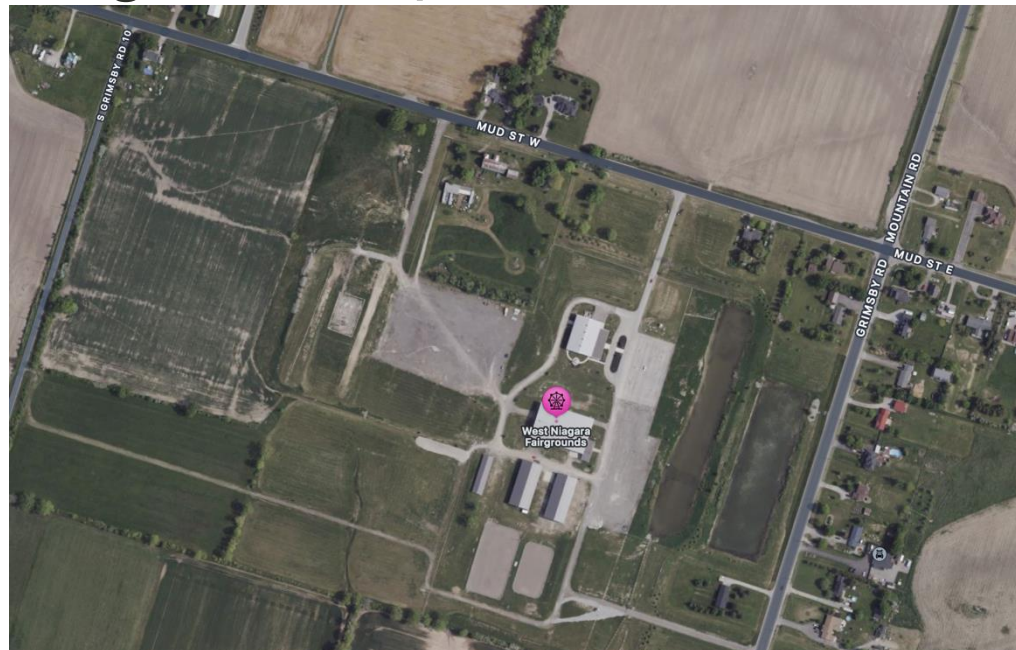
Ontario Plowmen's Association & The 2025 International Plowing Match and Rural Expo

Welcoming the World
Supporting our Communities



The International Plowing Match and Rural Expo

- * The International Plowing Match and Rural Expo is the largest show of its kind in North America
- * West Niagara Fairgrounds September 16 – 20, 2025



International Plowing Match and Rural Expo

- * First International Plowing Match & Rural Expo (IPM) was held in 1913 at Sunnybrook Farms, Toronto
- * Travels annually to host communities throughout Ontario
- * IPM 2025 will be the 106th IPM
- * Last held in Niagara – October 1926



Plowing Competition



- * 5 days of plowing competition
- * Different plowing classes including heavy horses
- * Participants from Canada, United States & Europe

Event Highlights

- * Tented City
 - * up to 500 vendors and exhibitors
 - * musical and non-musical entertainment
 - * rural living displays
 - * lifestyles exhibits (including quilting demonstrations)
 - * antique & historical displays
- * Educational program focusing on agriculture and food
 - * 6000 students over first 4 days
- * RV Park
 - * Up to 400 fully serviced sites adjacent to Tented City

Ceremony & Tradition

- * Opening Ceremonies and Tractor Parade
- * MPP Participation - Premier, Leaders of the Opposition Parties all MPPs can attend Opening Day
- * Queen of the Furrow



IPM – Positive Economic Impact

- * Significant economic activity generated by the event
 - * Studies show up to \$25 million in positive economic impact by tourists and event operations in the region
 - * The IPM generates regional tourism – attendance averages 70,000 over the five days
 - * 72% of participants travel 40+ km to attend



** Each year an independent survey is conducted to determine the economic impact of the IPM to the host community. Also, data is calculated using the Government of Ontario's TREIM model*

Promoting Local Agriculture, Food & Agribusiness

- * The 2025 IPM in Niagara Region is expected to be of special interest to visitors for agri-tourism because of the grape & wine and tender fruit industries.
- * Bench winery association
- * Visitors will also search out on-farm markets --- to experience the diversity of products offered throughout Niagara's green paradise.
- * Niagara Grape and Wine Festival

Promoting Regional Tourism

- * Opportunity to draw new visitors to Niagara
- * 2023 survey showed that 47% of visitors stayed overnight in the area for two or more nights
- * Visitors seek out experiences and adventures offered in the host region
 - * Attractions
 - * Heritage
 - * Dining
 - * Shopping
 - * Agri-tourism
- * Significant opportunities to promote Niagara and its 12 area municipalities through tourism partnership initiatives

IPM and the Host Region

- * Local municipal partnerships
 - * West Lincoln
 - * Lincoln
 - * Grimsby
- * Regional Partnership opportunities
 - * In-kind sponsorship
 - * Cash sponsorship
 - * Start-up funding
 - * Showcase Display



IPM 2025 Showcasing Niagara

- * IPM Hosting Partners receive centrally located exhibit space at no charge.
- * IPM will work with Hosting Partners to “right size” the Showcase and provide consultation based on past IPM showcases.
- * Niagara Region has much to showcase and will experience a significant return on investment for years to come.
- * Opportunity for all Niagara municipalities to join together for the Showcase .

Hosting IPM 2025:

An Opportunity To Showcase Your Community

INTERNATIONAL
**PLOWING MATCH
& RURAL EXPO**



**Tuesday, September 16 to
Saturday, September 20, 2025**

**We look forward to working
with you in bringing the
International Plowing Match
& Rural Expo to the Niagara
Region!**

ipm2025@plowingmatch.org

Grimsby Downtown Improvement Area

Profit and Loss

January 1 - March 6, 2025

	TOTAL
EXPENSES	
Advertising	
Misc. Advertising	28.64
Print & Digital Advertising	212.95
Total Advertising	241.59
Bank charges	122.00
Legal and professional fees	475.00
Office expenses	739.80
Other general and administrative expenses	
Meeting Expenses	450.00
Website	233.00
Total Other general and administrative expenses	683.00
Payroll Expenses	
Taxes	1,216.61
Wages	14,483.20
Total Payroll Expenses	15,699.81
Total Expenses	\$17,961.20
OTHER EXPENSES	
DIA Special Events	2,528.97
Total Other Expenses	\$2,528.97
PROFIT	\$ -20,490.17