



Grimsby Downtown Business Improvement Area (BIA)
Meeting Date & Time: March 12, 2025; 9 a.m.
Teddy's Sports Bar, 30 Main Street West, Grimsby

Board members: Mark Wood, Vice-Chair
Mayor Jordan
Councillor Davoli
Christine Kempf (exited at 10:08 a.m.)
Daniel Vandersteen
Lisa Sproston

Absent: Simon Duong, Chair
Chris Mindorff
Ben Burns

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

1. Call the Meeting to Order

The meeting was called to order at 9:03 a.m.

2. Approval of the Agenda

BIA-25-014

Moved by: Christine Kempf

Seconded by: Daniel Vandersteen

Vice-Chair Wood requested an amendment to the agenda to move Item 6. B. Rebecca Shelley - Grimsby and District Chamber of Commerce Update, to the end of the meeting, immediately following Item 16 Next Meeting.

Resolved that the February 12, 2025, BIA meeting agenda be approved as amended.

CARRIED

3. Declarations of Pecuniary and Non-Pecuniary Interests

Mayor Jordan declared a non-pecuniary interest with Item 8 – Beautification Update.

4. Business Arising from Previous Minutes

There was no business arising from previous minutes.

5. Approval of the Minutes

BIA-25-015

Moved by: Mayor Jeff Jordan

Seconded by: Christine Kempf

Resolved that the following minutes be received:

- Grimsby Downtown BIA Meeting Minutes – February 12, 2025
- Road Construction Business Support Task Force – February 24, 2025

CARRIED

6. Delegations/Presentations

a. Michelle Seaborn – Farmer’s Market

Michelle Seaborn provided an update on plans for the 2025 and 2026 Farmers Markets, with consideration of the upcoming Downtown Reimagined construction. The first market is on June 5, 2025, and the road closure endorsement will be tabled at the April meeting of the GDBIA.

b. Rebecca Shelley – Grimsby and District Chamber of Commerce Update

This item was moved to immediately follow Item 16 on the agenda.

c. Councillor Howe – International Plowing Match

Councillor Howe provided an update on the upcoming 2025 International Plowing Match which is to be hosted September 16 – 20, 2025 by the Township of West Lincoln.

7. Road Construction Business Support Task Force

a. Branding RFP Creation

Member Vandersteen provided the following updates on the Task Force:

- A branding package will be created for communications with members and the public regarding the downtown road construction project, separate from that of the Town of Grimsby.
- The primary focus is to ensure the public is aware that businesses in the downtown area are still open throughout the construction period.
- The Task Force is seeking approval from the GDBIA to create and release an RFQ for the development of the branding package.

BIA-25-016

Moved by: Mark Wood

Seconded by: Christine Kempf

Resolved that the Executive Director create an RFQ for the development of a downtown construction project branding package for use by the Road Construction Task Force and GDBIA.

CARRIED

8. Beautification Update

Amanda MacDonald, Executive Director, provided an update to the Board that the removal of the winter holiday décor should be near completion. Flowers and flower baskets have been purchased but planters are still frozen, so they are ready to be planted and hung downtown once the temperature increases.

9. Marketing

Amanda provided an update to the Board that samples from the visual brand identity redesign project will be presented for discussion at their next meeting.

10. Events

a. International Plowing Match

Amanda gave the following update on the International Plowing Match:

- Researching potential shuttle services to take International Plowing Match attendees to and from downtown.
- Discussions on stimulating economic activity downtown should be considered at the next Board meeting.

b. Easter

Amanda spoke to the plans the GDBIA have in place for their upcoming Easter event, which is to be similar in scale and attendance to the Halloween and Christmas events in 2024.

c. Spring Ladies Night

Amanda and Member Kempf discussed the upcoming Ladies' Night event, scheduled for May 2025. It will have a "shop local" theme and will be similar to previous Ladies Night events.

d. Storywalk

Amanda shared that another Storywalk event is planned to take place this summer. Discussions with the Grimsby Public Library and the Grimsby Public Art Gallery are ongoing.

e. Music on the Forty

Vice-Chair Wood spoke to the 2025 Music on the Forty event, set for June. While this event is not hosted by the GDBIA, they are partnering to provide marketing and communications support for the event.

f. Happening in Grimsby

Vice-Chair Wood explained that the Happening in Grimsby is set to take place June 12-14, 2025. This is a different date than had been shared previously.

11. Regional Recycling Collection Update

Amanda provided an update on the cessation of commercial recycling pickup in the Niagara Region:

- The provincial government's effort to require businesses in the province to address their own recycling, offloading the responsibility from municipalities, has been delayed until at least May 2025.
- Despite this impending provincial policy change, businesses in Grimsby will not be affected. Grimsby businesses will continue to have their recycling services handled by the Niagara Region, because of an enhanced commercial recycling pickup agreement that was enacted several years ago between the Town of Grimsby and the Niagara Region, as well as three other local area municipalities.
- The GDBIA will continue to support the efforts of local area municipalities and local area BIA's in lobbying the Niagara Region and the Ontario Government to reverse this policy change and allow existing commercial recycling services to continue.

12. Chair's Report - VERBAL UPDATE

There was no Chair's Report.

13. Financials

Member Vandersteen provided a financial update to the Board, including that a year-to-date budget report is upcoming though it has been delayed. A profit and loss update was attached to this agenda for the Board and members of the public to review.

14. Old Business

Member Vandersteen provided an update on the discussions between the Board of the Happening in Grimsby and the GDBIA about possibilities to collaborate. Member Vandersteen delegated to the Happening Board, and in response they voted in favour of developing a Memorandum of Understanding between the two entities. This process will not begin until after the 2025 Happening Festival.

15. New Business

There was no New Business.

16. Next Meeting

Amanda shared the Town of Grimsby has requested that the next Board meeting date be adjusted, to allow Town employees to make a delegation at the next

meeting regarding the Memorandum of Understanding being drafted between the two entities.

BIA-25-017

Moved by: Mayor Jeff Jordan

Seconded by: Daniel Vandersteen

Resolved that the next meeting of the BIA Board of Directors take place on Wednesday, April 16, 2025, at 9 a.m. at Teddy's.

CARRIED

Rebecca Shelley – Grimsby and District Chamber of Commerce Update

Member Vandersteen provided the update on behalf of Rebecca Shelley, Executive Director of the Grimsby and District Chamber of Commerce, who was absent from the meeting:

- The Chamber of Commerce held an All-Candidates Forum during the recent provincial election and have plans to hold one for the upcoming federal election as well.
- They held an International Women's Day Celebration and shared multiple upcoming events that the Chamber of Commerce will be hosting throughout the Spring and Summer of 2025.

BIA-25-018

Moved by: Daniel Vandersteen

Seconded by: Lisa Sproston

Resolved that the Grimsby and District Chamber of Commerce Update be received for information.

CARRIED

17. Adjournment

The meeting was adjourned at 10:19 a.m.