

Grimsby Downtown Business Improvement Area (BIA)

Meeting Date: June 25, 2025

Meeting Time: 10 a.m.

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

Open Session Agenda

1. Call the Meeting to Order

2. Approval of the Agenda

3. Declarations of Pecuniary and Non-Pecuniary Interests

4. Closed Session

**a. Town of Grimsby and Grimsby Downtown Business Improvement Area
Memorandum of Understanding**

Pursuant to Section 239(k) of the Municipal Act, 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.

b. Website Design, Development & Hosting RFP Submissions

Pursuant to Section 239(i) of the Municipal Act, a trade secret or scientific, technical, commercial, financial or labour relations information, supplied in confidence to the municipality or local board, which, if disclosed, could reasonably be expected to prejudice significantly the competitive position or interfere significantly with the contractual or other negotiations of a person, group of persons, or organization.

c. Closed Session Minutes – April 16, 2025

5. Back to Open Session

6. Business Arising from Previous Minutes

7. Approval of the Minutes

- a. GDBIA Meeting – May 14, 2025

Attachment Included

8. Delegations and Presentations

- a. Tracy Borlase, Harmony Jewelers

9. Chamber of Commerce Update – Rebecca Shelley

10. Financial Update

- a. Key Financial Highlights

Attachments Included

- b. Overview of Current Audit Status

- c. Annual Survey Update

11. Chair's Report

12. Marketing

- a. Updated Branded Materials and Strategies

Attachment Included

- b. OBIAA Mobile

13. Events

- a. Comedy Nights

- b. Music on the Forty

- c. Happening Recap

14. Beautification, Revitalization and Maintenance

- a. Beautification Update

15. International Plowing Match

- a. Update

- b. Beautification Competition

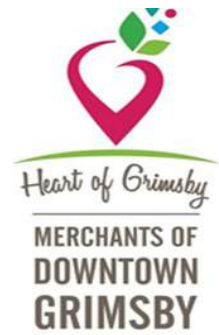
Attachment Included

16. New Business

17. Next Meeting

The next meeting of the GDBIA is scheduled for Wednesday, July 9, at 9 a.m.

18. Adjournment



Grimsby Downtown Business Improvement Area (BIA)

Meeting Date: May 14, 2025

Meeting Time: 9 a.m.

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

Board Members: Simon Duong, Chair
Councillor Davoli
Daniel Vandersteen
Chris Mindorff
Ben Burns

Absent: Mark Wood, Vice Chair
Mayor Jeff Jordan
Christine Kempf
Lisa Sproston
Amanda MacDonald, GDBIA Executive Director

Others: Brandon Wartman, Director of Public Works
Michael Palomba, Transportation Engineering Technologist
Noah Nickel, Committee Coordinator

1. Call the Meeting to Order

The meeting was called to order at 9:07 a.m.

2. Approval of the Agenda

BIA-25-038

Moved by: Member Vandersteen

Seconded by: Member Mindorff

Resolved that the agenda for the Grimsby Downtown BIA meeting, held on May 14, 2025, be approved as amended.

CARRIED

3. Declarations of Pecuniary and Non-Pecuniary Interests

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

4. Business Arising from Previous Minutes

There was no business arising from previous minutes.

5. Approval of the Minutes

BIA-25-039

Moved by: Member Mindorff

Seconded by: Member Vandersteen

Resolved that the following minutes be approved:

- GDBIA Meeting - April 16, 2025
- GDBIA Special Meeting – April 30, 2025

CARRIED

6. Delegations and Presentations

Michael Palomba, Senior Transportation Engineering Technologist for the Town of Grimsby, as well as Brandon Wartman, Director of Public Works for the Town of Grimsby, provided a brief update on the Town's ongoing parking study taking place in the downtown area:

- The process is in early stages.
- A 90-minute consultation and working session will be held on June 25, 2025, for the purpose of gaining feedback on parking downtown.
- Printed materials regarding the working session will be circulated to BIA members in the coming weeks.

BIA-25-040

Moved by: Member Vandersteen

Seconded by: Councillor Davoli

Resolved that the delegation from Michael Palomba, Senior Transportation Engineering Technologist for the Town of Grimsby, and Brandon Wartman, Director of Public Works for the Town of Grimsby, regarding an update on the Town of Grimsby's Parking Study, be received for information.

CARRIED

7. Chamber of Commerce Update – Rebecca Shelley

Rebecca Shelley, Executive Director of the Grimsby and District Chamber of Commerce, provided an update on the activities of the chamber, including:

- Collaborating with the Town of Grimsby and the Grimsby Downtown BIA to share resources and gather feedback from businesses regarding the impact of tariffs on their business.
- Informing federal and provincial advocacy efforts for chambers across the country and for Grimsby businesses specifically.
- Continuing to work on business education resources (planning lunch and learns and workshops).
- The Chamber's golf tournament is coming up in three weeks. There are still availabilities for sponsorship opportunities and event attendees.

8. Financial Update – Budget Year-to-Date, Profit and Loss, Balance Sheet

Member Vandersteen provided a brief financial update, referring to the agenda attachments (budget year-to-date, profit and loss statement, balance sheet):

- Financial reporting will be corrected starting in June.
- GDBIA audit is currently underway.
- Finance staff will attend the next BIA meeting to finalize the Board's year-end financials.

Councillor Davoli requested that future financial reporting include money that the Board has committed to spend up to that point, in addition to the current column showing what has been spent thus far. Councillor Davoli also noted a minor error in the "Beautification" line on the Budget Year-to-Date document.

9. Chair's Report

The Chair shared support for Harmony Jewellers and thanked Town of Grimsby staff for installing barriers in front of the store in a timely manner.

10. Governance

Noah Nickel, Committee Coordinator, noted a minor administrative change was required to be made to internal policy EP001 – Rules for the Use of Municipal Resources During an Election Period, that had been previously approved by the board. This change ensures the policy is compliant with the *Municipal Act*.

BIA-25-041

Moved by: Member Duong

Seconded by: Member Vandersteen

Resolved that the policy EP001 – Rules for the Use of Municipal Resources During an Election Period, be approved as amended.

CARRIED

11. Events

a. Ladies Night Update

This item was deferred because Member Kempf, as well as Amanda MacDonald, Executive Director of the Grimsby Downtown BIA, were both absent and thus could not speak to the agenda item.

b. Hoppin' Around Downtown Easter Event

This item was deferred because Member Kempf, as well as Amanda MacDonald, Executive Director of the Grimsby Downtown BIA, were both absent and thus could not speak to the agenda item.

c. International Plowing Match Update and Discussion

This item was discussed under item 13(d).

12. Beautification, Revitalization and Maintenance

Member Vandersteen briefly explained the results of the garbage collection time survey that was sent out by the Grimsby Downtown BIA to its membership: the most popular response option was for garbage pickup at 7 – 8 a.m. (41 per cent). This will be communicated by the Executive Director in future discussions regarding garbage collection.

13. New Business

a. Farmer's Market

The Chair noted the Grimsby Downtown BIA Board is not in a position to interfere with the Farmer's Market and its approvals with the Town of Grimsby and Region of Niagara. Instead, the Grimsby Downtown BIA Board would be willing to help members to mitigate the effects of the Farmer's Market on their businesses.

BIA-25-042

Moved by: Simon Duong

Seconded by: Daniel Vandersteen

Resolved that the Grimsby Downtown BIA Board officially endorse the Farmer's Market.

CARRIED

b. Decorative Banner Program

Brandon Wartman, Director of Public Works for the Town of Grimsby, briefly explained that the Decorative Banner Program was approved at the last meeting of Grimsby Town Council. This program will include the downtown area.

c. Road Construction Update

Brandon Wartman noted that new information on the Downtown Reimagined project is forthcoming, as detailed design work is currently underway on the underground works required for the project. Once this is finalized, it will be communicated to the Grimsby Downtown BIA Board.

d. International Plowing Match

The Chair indicated he and the Executive Director will be meeting with Grimsby's CAO and Director of Community Services regarding opportunities for collaboration on programming development to capitalize on the International Plowing Match. More information will be reported back to the Board.

A motion to approve a budget amendment was moved by Member Vandersteen to procure a shuttle service for the event. Councillor Davoli announced on Mayor Jordan's behalf that Grimsby Power has agreed to provide \$5000 to the BIA as a sponsorship for the shuttle service.

BIA-25-043

Moved by: Member Vandersteen

Seconded by: Member Duong

Resolved that the board approve a budget amendment of \$10,000 for the procurement of a shuttle service for use by the Grimsby Downtown BIA during the International Plowing Match; and,

1. That the Board direct the Executive Director to procure a shuttle service for use by the Grimsby Downtown BIA during the International Plowing Match.

CARRIED

14. Next Meeting

The Chair stated that the next meeting of the Grimsby Downtown BIA is scheduled for Wednesday, June 25, 2025, at 8:30 a.m. This change to the date and time of the meeting was voted on at the last meeting of the Grimsby Downtown BIA Board.

15. Adjournment

The meeting was adjourned at 10:16 a.m.

Profit and Loss

Grimsby Downtown Improvement Area

January 1-June 14, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
BIA Levy	43,965.91
Grants	8,339.00
Uncategorized Income	111.71
Total for Income	\$52,416.62
Cost of Goods Sold	
Gross Profit	\$52,416.62
Expenses	
Advertising	\$620.61
Misc. Advertising	57.29
Print & Digital Advertising	212.95
Total for Advertising	\$890.85
Bank charges	263.83
Legal and professional fees	0
Bookkeeping & Accounting	787.50
Total for Legal and professional fees	\$787.50
Office expenses	\$626.34
Memberships & Subscriptions	207.01
Total for Office expenses	\$833.35
Other general and administrative expenses	0
Meeting Expenses	450.00
Memberships & Subscriptions	292.00
Website	239.99
Total for Other general and administrative expenses	\$981.99
Payroll Expenses	\$456.34
Taxes	901.41
Wages	30,840.69
Total for Payroll Expenses	\$32,198.44
Shipping and delivery expense	25.04
Total for Expenses	\$35,981.00
Other Income	
Other Expenses	
DIA Special Events	\$2,471.45
Winter Event	-400.00
Total for DIA Special Events	\$2,071.45
Downtown Beautification	\$2,239.81
Decoration Planters/Hanging Baskets	3,587.50
Total for Downtown Beautification	\$5,827.31
Events	6,378.61
Total for Other Expenses	\$14,277.37
Profit	\$2,158.25

Balance Sheet

Grimsby Downtown Improvement Area

As of June 14, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
Chequing	129,723.07
Total for Cash and Cash Equivalent	\$129,723.07
Accounts Receivable (A/R)	
Accounts Receivable (A/R)	11,007.36
Total for Accounts Receivable (A/R)	\$11,007.36
GIC Contribution	5,000.00
Invested in Capital Assets -DIA	-1,916.43
Prepaid expenses	1,903.37
Year End Surplus/Deficit	-13,720.36
Total for Current Assets	\$131,997.01
Non-current Assets	
Property, plant and equipment	
Equipment	\$20,901.55
Accum Amortization	-18,985.00
Total for Equipment	\$1,916.55
Total for Property, plant and equipment	\$1,916.55
Total for Non-current Assets	\$1,916.55
Total for Assets	\$133,913.56
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
Accounts Payable (A/P)	
Total for Accounts Payable (A/P)	0
Credit Card	
BMO Commercial Mastercard	1,007.04
Total for Credit Card	\$1,007.04
Downtown Improvement Area Levy 2	-1,088.47
GST/HST Payable	-3,078.14
GST/HST Suspense	
Payroll Liabilities	-\$10,642.38
Federal Taxes	-921.02
Ontario WSIB	-263.15
Total for Payroll Liabilities	-\$11,826.55
Total for Current Liabilities	-\$14,986.12
Non-current Liabilities	
Downtown Improvement Area Levy 1	86,404.60
Due To/From General Fund	-13,755.66
Total for Non-current Liabilities	\$72,648.94
Total for Liabilities	\$57,662.82

Balance Sheet

Grimsby Downtown Improvement Area

As of June 14, 2025

DISTRIBUTION ACCOUNT	TOTAL
Equity	
Retained Earnings	-81,249.12
Profit for the year	2,158.25
BIA Projects & Stabilization Reserve	183,495.36
Opening Balance Equity	-18,173.86
Transfers to Reserves	-9,979.89
Total for Equity	\$76,250.74
Total for Liabilities and Equity	\$133,913.56

EST



1876

DOWNTOWN
GRIMSBY

Stacked // Full Colour



Stacked // One Colour



Stacked // Alt Full Colour



Horizontal // Full Colour



Horizontal // One Colour



Horizontal // Alt Full Colour



Badge // Full Colour



Badge // One Colour



Brand Pattern





Typefaces

Aa Neuzeit Grotesk

Aa Windsor Regular



EST



1876

DOWNTOWN
GRIMSBY

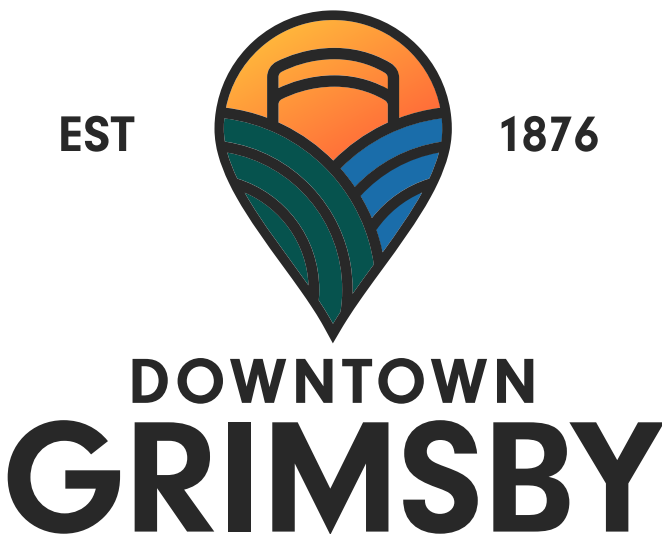
Stacked // Full Colour



Stacked // One Colour



Stacked // Alt Full Colour



Horizontal // Full Colour



Horizontal // One Colour



Horizontal // Alt Full Colour



Badge // Full Colour

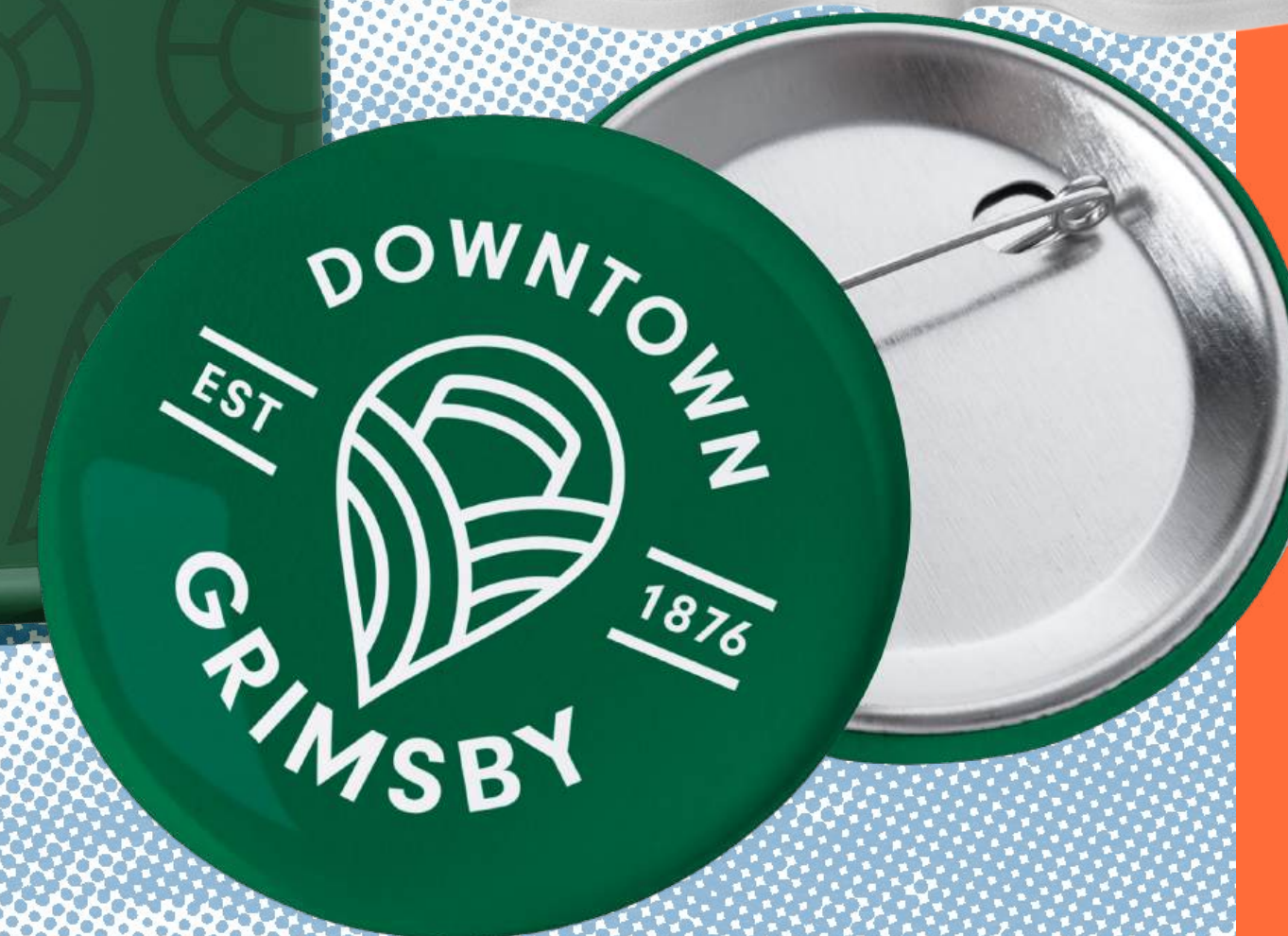


Badge // One Colour



Brand Pattern





Typefaces

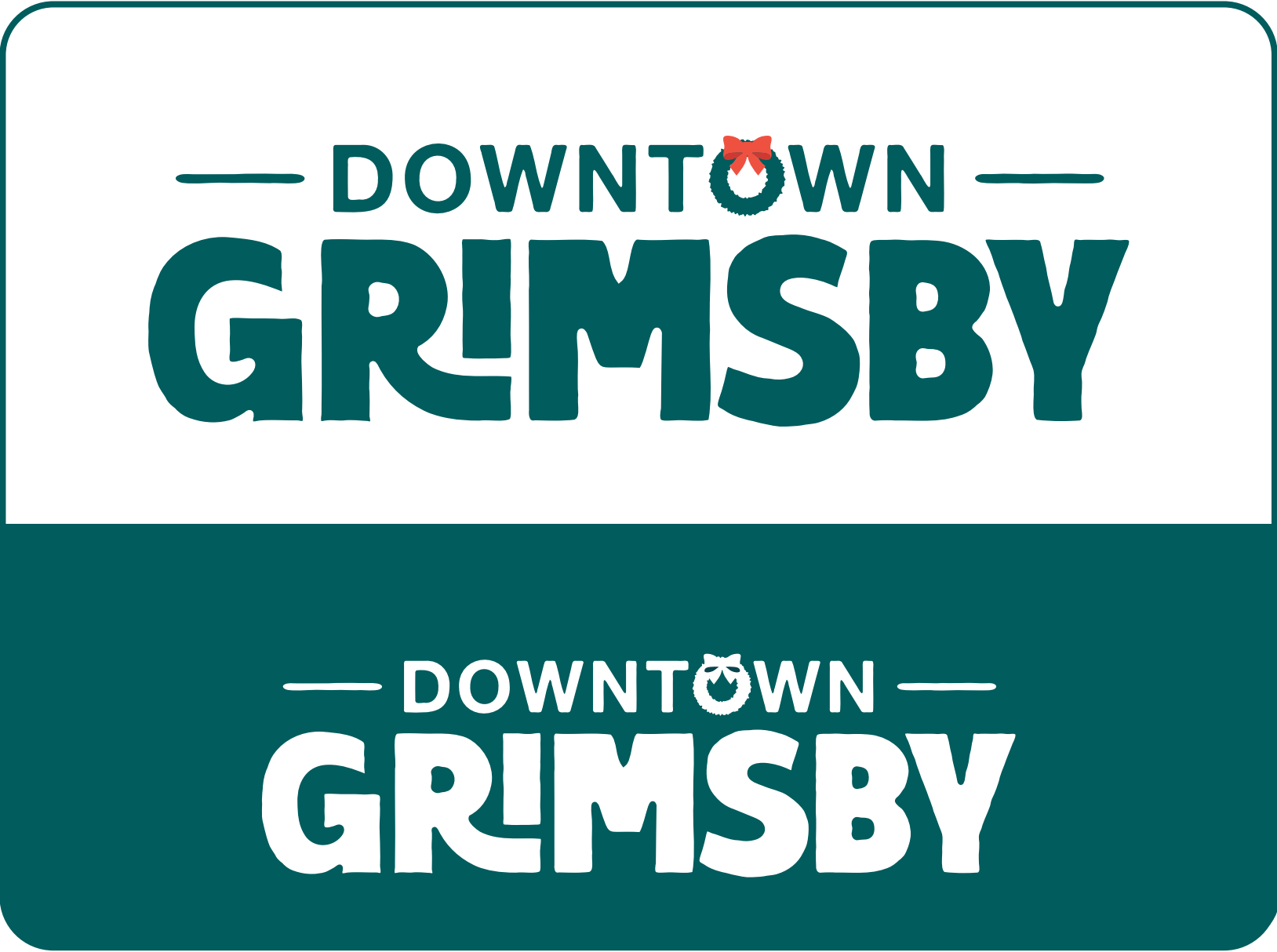
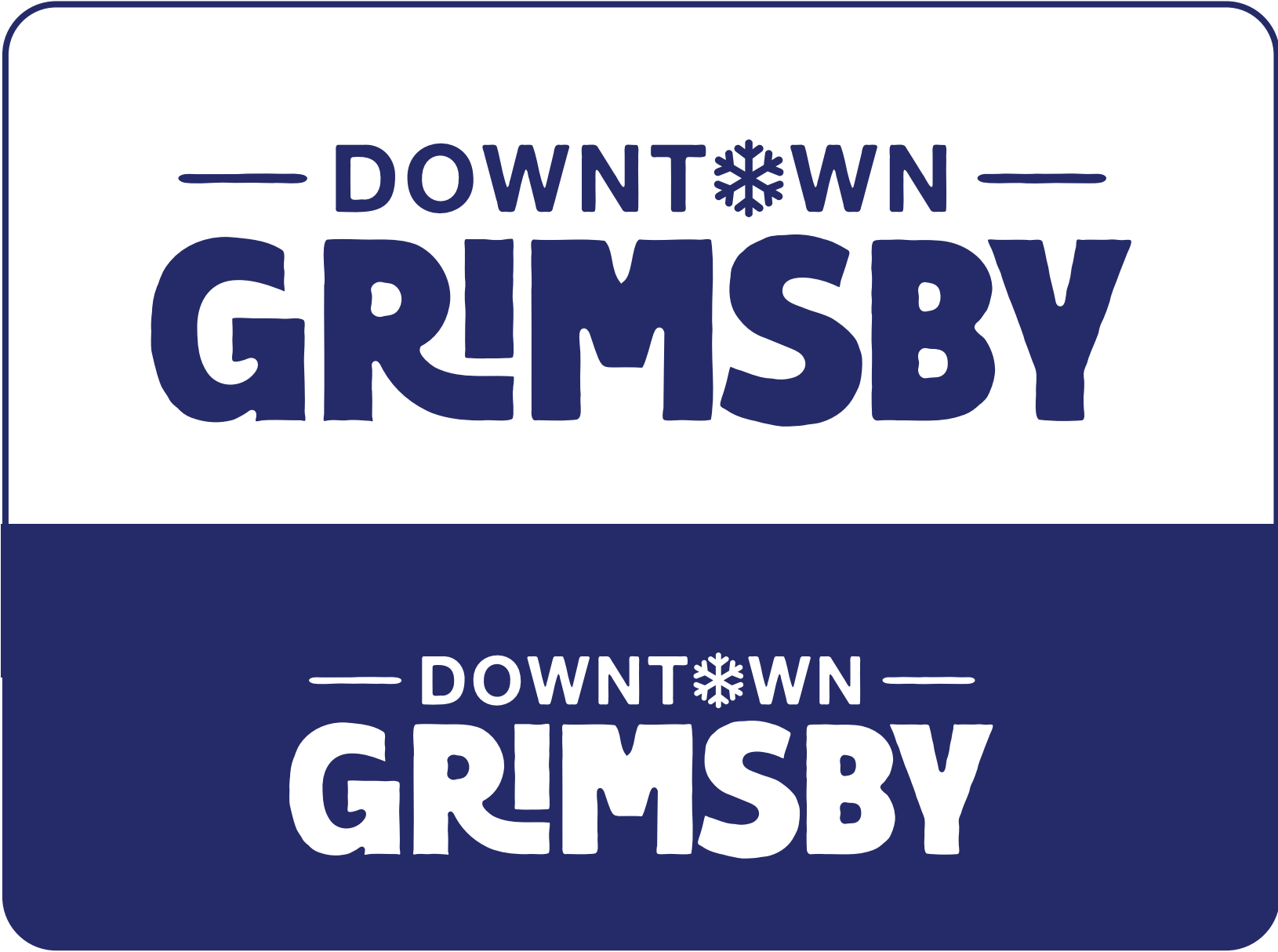
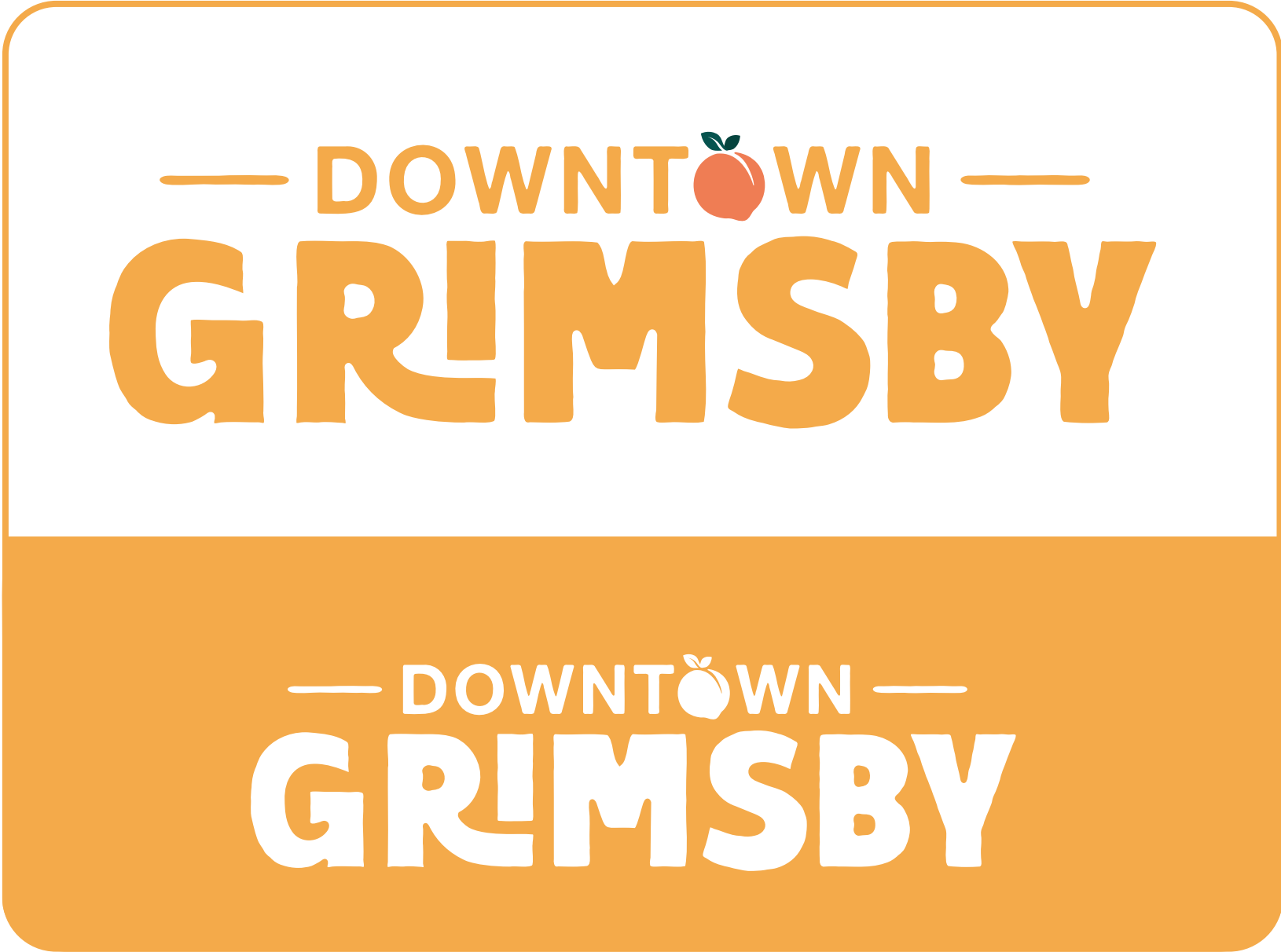
Aa Neuzeit Grotesk

Aa Windsor Regular



A photograph of a street in downtown GrimSBY. On the left is a building with a sign that says "Nola's". A sidewalk runs along the street, lined with flower boxes containing pink and red flowers. A black sign on the sidewalk lists "DAHLIAS 20" BUNCH", "SUNFLOWERS 10" BUNCH", "MIXED Bouquets 25" UP", and "COME IN AND COOL OFF!!!". A blue pickup truck is parked on the street. A sign on the right says "THIS IS NOT A CROSSWALK" with a no-pedestrian symbol. The sky is overcast.

— DOWNTOWN — GRIMSBY



EST DOWNTOWN 1876
GRIMSBY

EST DOWNTOWN 1876
GRIMSBY



Typefaces

Main

NEUZEIT GROTESK

Alt

TRICK BOLD





DOWNTOWN GRIMSBY

|
EST 1876

Blue



Green



White



Orange



Yellow

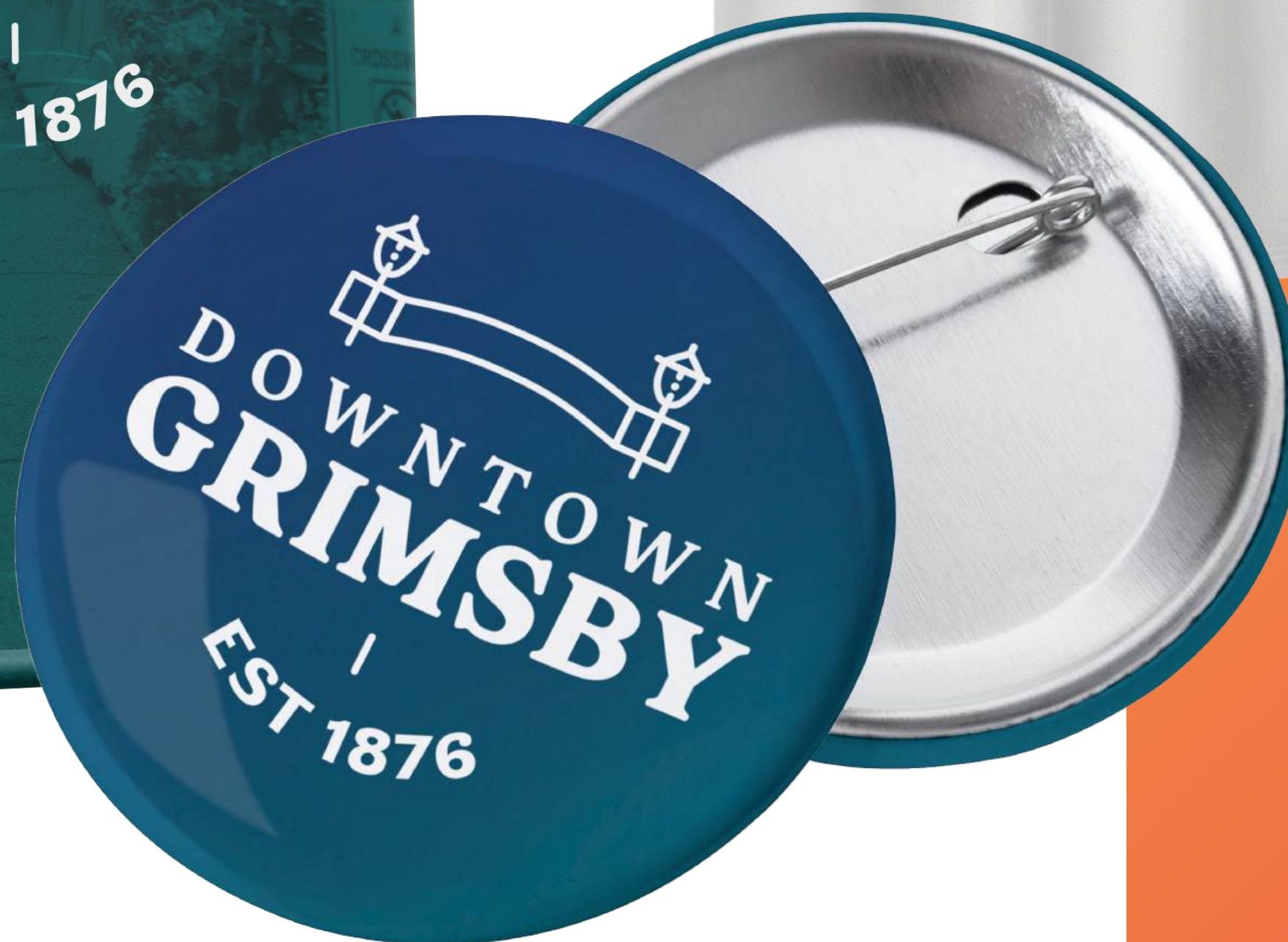


Colours



Pattern





Typefaces

Aa Chewie

Aa BenchGrinder

BEAUTIFICATION COMPETITION



Grassie, September 16-20, 2025

**Help us beautify Niagara to welcome the
2025 International Plowing Match & Rural Expo**

Thank you to our Beautification Sponsor



FLOWERS CANADA
GROWERS

Show us your Best Roadside Garden Display

PRIZES

A total of **\$4200** is up for grabs! First, Second and Third place prizes will be awarded in each category

1st place: \$300
2nd place: \$200
3rd place: \$100

Judging Criteria:

10 points: Use of sign that promotes IPM
15 points: Use of theme colours (green & purple)
25 points: Originality
25 points: Cohesiveness of design
25 points: Curb appeal

Rules:

- \$10.00 entry fee sent via e-transfer to ipm2025sales@outlook.com
- All entries must be received by August 25, 2025
- Submission must include a high resolution JPG Photo
- Maximum of 3 photos can be submitted
- It is to be a visible Roadside Garden Display
- All entry photos become the property of the 2025 International Plowing Match and Rural Expo and the Ontario Plowmen's Association
- Entry photos may be displayed online (website and social media) or at the IPM
- Please send completed entry form and photos to: beautification@ipm2025.ca



plowingmatch.org/ipm2025/beautification



beautification@ipm2025.ca

ENTRY FORM

Deadline: August 25, 2025

Lawn signs will be delivered upon receipt of entry fee

Name	
Email:	
Phone	
Address	

CATEGORIES

Please select a category (one entry per form)

	Residential
	Farm/Rural
	Big Bale
	Townships
	Business/Commercial
	School/Church/Senior Residence
	4-H Participant