



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 yearend 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

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Liabilities Liabilities Current Liabilities Accounts Payable (A/P) Accounts Payable (A/P) Total for Accounts Payable (A/P) Credit Card BMO Commercial Mastercard Total for Credit Card Downtown Improvement Area Levy 2 Commercial Mastercard Downtown Improvement Area Levy 2 Payroll Liabilities Payroll Liabilities Federal Taxes Payroll Liabilities Total for Payroll Liabilities Total for Current Liabilities Downtown Improvement Area Levy 1 Non-current Liabilities Downtown Improvement Area Levy 1 Non-current Liabilities Downtown Improvement Area Levy 1 Marchardter Area Levy 1 Contario WSIB Downtown Improvement Area Levy 1 Contario WSIB Contario WSIB Conta	Total for Non-current Assets	\$1,916.55
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Current LiabilitiesAccounts Payable (A/P)Accounts Payable (A/P)Total for Accounts Payable (A/P)Credit CardBMO Commercial Mastercard1,007.04Total for Credit CardSMO Commercial Mastercard1,007.04Downtown Improvement Area Levy 20.057/HST PayableGST/HST PayableGST/HST SuspensePayroll Liabilities1,0642.03Federal Taxes0.01ario WSIB10arties1	Liabilities and Equity	
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Downtown Improvement Area Levy 2-1,088.47GST/HST Payable-3,078.14GST/HST Suspense-\$10,642.38Payroll Liabilities-\$10,642.38Federal Taxes-921.02Ontario WSIB-263.18Total for Payroll Liabilities-\$11,826.55Total for Current Liabilities-\$14,986.12Non-current Liabilities-\$14,986.12Downtown Improvement Area Levy 186,404.60Due To/From General Fund-13,755.66Total for Non-current Liabilities\$72,648.94	BMO Commercial Mastercard	1,007.04
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GST/HST SuspensePayroll LiabilitiesPayroll LiabilitiesFederal TaxesOntario WSIBTotal for Payroll LiabilitiesTotal for Current LiabilitiesNon-current LiabilitiesDowntown Improvement Area Levy 1Bowntown Improvement Area Levy 1State Total for Non-current LiabilitiesTotal for Non-current LiabilitiesTotal for Non-current LiabilitiesState Total for Non-current LiabilitiesTotal for Non-current LiabilitiesState Total for Non-current LiabilitiesTotal for Non-current Liabilities	Downtown Improvement Area Levy 2	-1,088.47
Payroll Liabilities-\$10,642.38Federal Taxes-921.02Ontario WSIB-263.18Total for Payroll Liabilities-\$11,826.55Total for Current Liabilities-\$14,986.12Non-current Liabilities-\$14,986.12Downtown Improvement Area Levy 186,404.60Due To/From General Fund-13,755.60Total for Non-current Liabilities\$72,648.94	GST/HST Payable	-3,078.14
Federal Taxes-921.02Ontario WSIB-263.14Total for Payroll Liabilities-\$11,826.55Total for Current Liabilities-\$14,986.12Non-current Liabilities-\$14,986.12Downtown Improvement Area Levy 186,404.60Due To/From General Fund-13,755.66Total for Non-current Liabilities\$72,648.94	GST/HST Suspense	
Ontario WSIB263.15Total for Payroll Liabilities\$11,826.55Total for Current Liabilities\$14,986.12Non-current Liabilities\$14,986.12Downtown Improvement Area Levy 186,404.60Due To/From General Fund13,755.66Total for Non-current Liabilities\$72,648.94	Payroll Liabilities	-\$10,642.38
Total for Payroll Liabilities-\$11,826.55Total for Current Liabilities-\$14,986.12Non-current Liabilities-\$14,986.12Downtown Improvement Area Levy 186,404.60Due To/From General Fund-13,755.60Total for Non-current Liabilities\$72,648.94	Federal Taxes	-921.02
Total for Current Liabilities-\$14,986.12Non-current Liabilities-Downtown Improvement Area Levy 186,404.60Due To/From General Fund-13,755.66Total for Non-current Liabilities\$72,648.94		-263.15
Non-current LiabilitiesDowntown Improvement Area Levy 1Due To/From General FundTotal for Non-current Liabilities\$72,648.94	Total for Payroll Liabilities	-\$11,826.55
Downtown Improvement Area Levy 186,404.60Due To/From General Fund-13,755.66Total for Non-current Liabilities\$72,648.94	Total for Current Liabilities	-\$14,986.12
Due To/From General Fund-13,755.66Total for Non-current Liabilities\$72,648.94	Non-current Liabilities	
Due To/From General Fund-13,755.66Total for Non-current Liabilities\$72,648.94	Downtown Improvement Area Levy 1	86,404.60
		-13,755.66
Total for Liabilities \$57,662.82	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

otal for Liabilities and Equity	\$133,913.56
Total for Equity	\$76,250.74
Transfers to Reserves	-9,979.8
Opening Balance Equity	-18,173.8
BIA Projects & Stabilization Reserve	183,495.3
Profit for the year	2,158.2
Retained Earnings	-81,249.12
Equity	
DISTRIBUTION ACCOUNT	τοτα



DOWNTOWN GRINSBY











Badge // One Colour

Horizontal // Full Colour





Badge // Full Colour



1876 EST DOWNTOWN GRIMSBY



Horizontal // Alt Full Colour

Stacked // Alt Full Colour

DOWNTOWN GRIMSBY



Brand Pattern













1876

DOWNTOWN GRIMSBY







Horizontal // One Colour

Horizontal // Full Colour





Badge // Full Colour



Badge // One Colour

1876 **EST** DOWNTOWN GRIMSBY



Horizontal // Alt Full Colour

Stacked // Alt Full Colour





Brand Pattern













--- DOWNT WN ----GRIMSBY

— DOWNT WN — GRUSBY

— DOWNTÒWN — GRUS:

— DOWNTÖWN — GRIMSBY

--- DOWNTÔWN ----GRINSBY

-- DOWNTÖWN ----GRASBY

- DOWNT WN ---GRUNSBY

DOWNTOWN ----GKHNDDY

— DOWNTOWN — GRIMSBY





EST DOWNTOWN 1876 GREATSBY

EST DOWNTOWN 1876 GREATSBY

Typefaces

Main NEUZEIT GROTESK Alt



TRICK BOLD

-- downt*wn---GRIMSBY





Blue

Green



Orange

Yellow





White











Pattern





DOWNTOWN GRINSBY EST 1816



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



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 ٠ 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