



**Grimsby Downtown Business Improvement Area (BIA)**  
**Meeting Date & Time: April 16, 2025; 9 a.m.**  
**Teddy's Sports Bar, 30 Main Street West, Grimsby**

<b>Board Members:</b>	Simon Duong, Chair Mayor Jordan (exited at 10:20 a.m.) Councillor Davoli Daniel Vandersteen Lisa Sproston Ben Burns Christine Kempf Chris Mindorff
<b>Absent:</b>	Mark Woods Amanda MacDonald, GDBIA Executive Director
<b>Staff:</b>	Gennasys Smart, GDBIA Intern
<b>Others:</b>	Victoria Steele, Town Clerk Sarah Kim, Chief Administrative Officer Katie Viccica, Deputy Clerk

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**1. Call the Meeting to Order**

The meeting was called to order at 9:01 a.m.

**2. Approval of the Agenda**

The Chair removed the Letter of Support for Kinetic Dance Studio from the agenda.

**BIA-25-019**

**Moved by:** Councillor Davoli

**Seconded by:** Daniel Vandersteen

Resolved that the April 16, 2025 BIA agenda be approved as amended.

**CARRIED**

**3. Declarations of Pecuniary and Non-Pecuniary Interests**

There were no disclosures of pecuniary or non-pecuniary interest.

#### **4. Closed Session**

##### **BIA-25-020**

**Moved by:** Ben Burns

**Seconded by:** Daniel Vandersteen

Resolved that the Grimsby Downtown BIA move in closed session under Section 239(k) of the Municipal Act, where a closed meeting is held for the purpose of 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, specifically to discuss the Memorandum of Understanding between the Town and the Downtown BIA.

**CARRIED**

#### **5. Open Session**

##### **BIA-25-021**

**Moved by:** Christine Kempf

**Seconded by:** Lisa Sproston

Resolved that 2-3 members of the BIA and the Executive Director meet with Town staff to discuss the MOU further.

**CARRIED**

#### **6. Business Arising from Previous Minutes**

There was no business arising from the previous minutes.

#### **7. Approval of the Minutes**

##### **BIA-25-022**

**Moved by:** Daniel Vandersteen

**Seconded by:** Christine Kemp

Resolved that the following minutes be approved:

- Grimsby Downtown BIA – March 12, 2025
- Road Construction Business Support Task Force – March 31, 2025

**CARRIED**

#### **8. Delegations/Presentations**

Rebecca Shelley of the Grimsby & District Chamber of Commerce provided the following update:

- New Board of Directors.
- Lunch & Learns and educational opportunities throughout Q2.
- Business Connect registration is open for the event on April 29<sup>th</sup>.
- Planning workshops during Small Business Week in October.

**BIA-25-023**

**Moved by:** Mayor Jordan

**Seconded by:** Daniel Vandersteen

Resolved that the delegation from Rebecca Shelley of the Grimsby and District Chamber of Commerce be received.

**CARRIED**

**9. Road Construction Business Support Task Force Update**

Daniel provided the following update on the Road Construction Business Support Task Force:

- Third meeting focused on developing branding for the marketing campaign. The Task Force agreed in principle on the name “Let’s Dig Grimsby.”
- Meeting with core staff at the Town to break down the specifics of that plan.
- Next meeting of the Task Force will focus on a timeline of events.
- There are no new project updates; construction will not start before October.

**10. Financial Update**

Daniel spoke to the profit and loss statement, balance sheet, A/R Aging Summary, and audit process. They are working on a year-to-date budget report, and the audit files have been submitted. The auditor is pleased with the BIA’s records and will be displaying the full 2024 financial statements in May/June. There are no updates on the grants they have applied for.

Councillor Davoli requested the financial documents be deferred to a future meeting to provide time for further review.

**BIA-25-024**

**Moved by:** Daniel Vandersteen

**Seconded by:** Christine Kempf

Resolved that the profit and loss statement, balance sheet, and the A/R Aging Summary be deferred to a future BIA meeting, following further discussions with the Executive Director and Town staff.

**CARRIED**

## **11. Governance**

### **a. Regional Recycling Update**

Regional Councillor Seaborn provided an update on the Regional Recycling Program changes:

- The cost of 2 weekly recycling pickups (enhanced pickup) has gone up to \$44,000 annually, compared to the current \$12,000.
- Discussions are ongoing with other BIAs and MPP Sam Oosterhoff.
- The BIA's Executive Director has encouraged businesses to send letters to their MPP or sign a petition to have the province finance these changes.

Councillor Davoli requested the Chair sign the letter as it has more impact.

#### **BIA-25-025**

**Moved by:** Daniel Vandersteen

**Seconded by:** Chris Mindorff

Resolved that the Recycling Program letter be sent to the province as amended.

**CARRIED**

### **b. Human Resources Manual**

Councillor Davoli expressed concerns with how extensive the document is for only having a part-time Executive Director and seasonal employees. The Board voted to refer the Manual back to the Executive Director for further review and simplification.

#### **BIA-25-026**

**Moved by:** Christine Kempf

**Seconded by:** Councillor Davoli

Resolved that the Human Resources Manual be referred back to the ED for further review.

**CARRIED**

### **c. Elections Policies**

Daniel spoke to the Elections Policies on the agenda. It is standard practice to have policies on the use of municipal resources and political endorsements.

**BIA-25-027**

**Moved by:** Daniel Vandersteen

**Seconded by:** Chris Mindorff

Resolved that the Elections Policy EP0001 – Rules for the Use of Municipal Resources During an Election Period, be approved.

**CARRIED**

**BIA-25-028**

**Moved by:** Daniel Vandersteen

**Seconded by:** Chris Mindorff

Resolved that the Elections Policy EP0002 – Political Endorsements and Participation in the Electoral Process, be approved.

**CARRIED**

**d. Road Construction Business Support Task Force Terms of Reference**

Daniel spoke to changes in the Terms of Reference to further clarify voting members on the Task Force. Councillor Davoli requested the word 'funds' be taken out of 'reserve funds' under the Financial Allocation section.

**BIA-25-029**

**Moved by:** Daniel Vandersteen

**Seconded by:** Lisa Sproston

Resolved that the Road Construction Business Support Task Force Updated Terms of Reference be approved as amended.

**CARRIED**

**12. Beautification Update**

**a. Spring and Summer Flowers**

Mayor Jordan announced the planters have had flowers planted and they have been doing well despite colder temperatures. The theme for summer will be red and white.

**b. Canada Day Flag Program**

Gennasys, BIA intern, spoke to the purpose of the Canada Day Flag Program. They are looking to install Canada flags on downtown businesses to match the flowers.

The BIA engaged in discussion and requested the Program be referred back to the Executive Director for more information on Canada banners on light posts.

**BIA-25-030**

**Moved by:** Councillor Davoli

**Seconded by:** Mayor Jordan

Resolved that the Canada Day Flag Program report be referred back to the Executive director to report back at the next meeting with more information on the alternative idea of light post banners.

**CARRIED**

**13. Events**

Christine Kempf and Gennasys spoke to the following events:

- Easter event this weekend with inflatables, face painter, and a rabbit mascot.
- Ladies Night is in May, and they are gathering signups.
- Storywalk event will have a theme of Canadian stories with the potential to coincide with Ladies Night.
- IPM will be in September, and they are looking at running events alongside the shuttle service.

Shane from Griffin MMA raised concerns with traffic and lane closures impacting business during the weekly Farmer's Market, and requested the BIA withhold endorsement of the event until a traffic control plan and insurance is in place. Regional Councillor Seaborn confirmed all required documents are in place.

**BIA-25-031**

**Moved by:** Simon Duong

**Seconded by:** Chris Mindorff

Resolved that the Grimsby Downtown BIA defer the Farmer's Market endorsement to the next BIA meeting; and

1. That the Chair meet with Town Staff and Regional Councillor Seaborn to ensure all criteria related to the road closure are met.

**CARRIED**

Daniel spoke to the International Plowing Match Shuttle Bus Initiative. Daniel explained the report and the BIA passed a motion to hold a Special meeting to discuss this initiative in more detail.

**BIA-25-032**

**Moved by:** Chris Mindorff

**Seconded by:** Christine Kempf

Resolved that the Grimsby Downtown BIA defer the approval of the Shuttle Bus initiative to a Special BIA meeting on April 30, 2025 at 9:00 a.m., for the purpose of discussing the International Plowing Match in more detail.

**CARRIED**

**14. New Business**

- Councillor Davoli announced Mike Williscraft was inducted into the Ontario Community Newspapers Association Hall of Fame.
- The Board discussed shopping local and promoting the support of Canadian goods.
- There are Tourism Strategic Action Plan meetings at Town Hall on April 16<sup>th</sup> and May 1<sup>st</sup> from 6:30-8:30 p.m.

**15. Next Meeting**

There will be a Special BIA meeting on April 30, 2025, at 9:00 a.m. The next regular meeting of the Grimsby Downtown Business Improvement Area is scheduled for May 14, 2025, at 9:00 a.m.

**16. Adjournment**

The meeting adjourned at 10:52 a.m.