



Grimsby Downtown Business Improvement Area (BIA)

Meeting Date: October 8, 2025

Meeting Time: 9 a.m.

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

Agenda

- 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. GDBIA Meeting – September 10, 2025 (**Attachment included**)
- 6. Delegations and Presentations**
- 7. Chamber of Commerce Update – Rebecca Shelley**
- 8. Financial Update – Member Vandersteen & Member Wood**
 - a. General Financial Update (**Attachments included**)
- 9. Events – Executive Director**
 - a. Halloween Update
 - b. Christmas Parade Update
 - c. Ladies Night Update
 - d. StoryWalk Update
- 10. Beautification, Revitalization and Maintenance**
 - a. Canada Flag Removal – Follow-up on removal process and status
 - b. Christmas Décor Update – Progress report on décor planning and installations
 - c. Planters and Basket Removal Update – Update on removal schedule and logistics

- d. Winter Greenery Update – Preparation and next steps for winter greenery displays

11. Marketing Update

- a. Christmas & Passport Discussion – Review of promotional plans and passport program decision

12. Construction Task Force Update – Member Vandersteen

- a. General update on the Construction Task Force activities

13. Admin/Operations

- a. BIA HR Manual – Approval of BIA HR Manual (**Attachment Sent**)

14. AGM - Member Vandersteen

- a. Confirmation of AGM date and communication channels

15. New Business

16. Next Meeting

The next meeting of the GDBIA is scheduled for Wednesday, September 10, 2025, at 9 a.m.

17. Closed Session

- a. Digital Communications Plan

Pursuant to Section 239(2)(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. Closed Session Minutes – September 10, 2025

18. Back to Open Session

19. Adjournment



**Grimsby Downtown Business Improvement Area (BIA)
Open Session Meeting Minutes
Meeting Date & Time: September 10, 2025; 9 a.m.
Meeting Place: Teddy's Sports Bar, 30 Main Street West, Grimsby**

Board Members:	Daniel Vandersteen, Acting Chair Mayor Jordan Ben Burns Christine Kempf Lisa Sproston
Absent:	Simon Duong, Chair Mark Wood, Vice Chair Councillor Davoli Chris Mindorff
Others:	Rebecca Shelley, Executive Director, Grimsby and District Chamber of Commerce Noah Nickel, Committee Coordinator

1. Call the Meeting to Order

The meeting was called to order by the Recording Secretary at 9:06 a.m.

Member Vandersteen was selected to serve as Acting Chair for this meeting of the Grimsby Downtown Business Improvement Area Board by a unanimous decision of the board members present.

2. Approval of the Agenda

An amendment to the agenda was introduced to discuss an advertising opportunity with Benchside Niagara Magazine under "New Business".

BIA-25-064

Moved by: Christine Kempf

Seconded by: Ben Burns

Resolved that the agenda be approved as amended.

CARRIED

3. Declarations of Pecuniary and Non-Pecuniary Interests

Member Burns declared a pecuniary interest with item 12.1, because he is the owner and editor of Benchside Niagara Magazine.

4. Business Arising from Previous Minutes

There was no business arising from previous minutes.

5. Approval of the Minutes

BIA-25-065

Moved by: Ben Burns

Seconded by: Christine Kempf

Resolved that the following minutes be approved:

- GDBIA Meeting – August 13, 2025
- Downtown Construction Task Force – April 28, 2025
- Downtown Construction Task Force – May 26, 2025
- Downtown Construction Task Force – July 28, 2025

CARRIED

6. Downtown Construction Task Force Update

Acting Chair Vandersteen provided a brief verbal update on the Downtown Construction Task Force:

- Work continues with the Town of Grimsby on the Downtown Construction Communication Strategy. An update will be provided at the next meeting of the Grimsby Downtown BIA Board; and,
- The downtown construction project timeline remains the same.

7. Chamber of Commerce Update – Rebecca Shelley

Rebecca Shelley, Executive Director, Grimsby and District Chamber of Commerce, provided a brief verbal update on the Grimsby and District Chamber of Commerce:

- Nominations have opened for the 2025 Business Excellence Awards;
- Work with the Town of Grimsby and Grimsby Downtown BIA is underway to launch a business directory at the International Plowing Match, to engage event attendees with Town of Grimsby businesses;
- Provincial advocacy work continues in partnership with the Town of Lincoln and Township of West Lincoln's chambers of commerce; and,
- Planning is well underway for the 2026 event schedule.

8. Financial Update

Acting Chair Vandersteen briefly explained the accelerated budget timeline, and the proposed 2026 Grimsby Downtown BIA budget.

The board supported the decision to reduce the budget for supporting The Happening, due to the downtown revitalization project necessitating the event to be relocated and scaled down in 2026.

BIA-25-066

Moved by: Ben Burns

Seconded by: Christine Kempf

Resolved that the 2026 Grimsby Downtown BIA budget be approved; and,

1. That the Executive Director be directed to forward the 2026 Grimsby Downtown BIA budget to Town of Grimsby Finance staff; and,
2. That the 2026 Grimsby Downtown BIA budget be presented to the general membership of the Grimsby Downtown BIA at the 2025 Annual General Meeting.

CARRIED

9. Chair's Report

There was no Chair's Report.

10. Governance

Acting Chair Vandersteen suggested that, in line with the new budget timelines, that the Annual General Meeting be moved to November on an ongoing basis, and that specifically, the 2025 Annual General Meeting take place on Wednesday, November 12, 2025, at 9 a.m. The board agreed.

BIA-25-067

Moved by: Christine Kempf

Seconded by: Ben Burns

Resolved that the date for the 2025 Annual General Meeting be set for Wednesday, November 12, 2025, at 9 a.m.; and,

1. That the Grimsby Downtown BIA Annual General Meeting take place in the month of November in subsequent years.

CARRIED

11. Events

Member Kempf provided brief verbal updates regarding the Grimsby Downtown BIA's upcoming events:

- The Halloween event, Grimsboo, is in the final planning stages; and,
- Planning of Ladies' Night, set to take place in November, is underway.

Acting Chair Vandersteen provided an update on the Grimsby Downtown BIA's participation in the International Plowing Match:

- Due to logistical complexities, the shuttle bus service to bring International Plowing Match attendees to the Downtown Improvement Area that had been pursued by the board and the Executive Director previously, has been cancelled; and,
- Grimsby Downtown BIA staff are moving forward with some promotional signage and materials, which will be available at the Town of Grimsby booth at the International Plowing Match, and wayfinding signage along Mountain Road, providing information on the downtown improvement area and available parking.

Additionally, Acting Chair Vandersteen noted that two new events staff will be starting with the Grimsby Downtown BIA in October.

12. New Business

Member Burns briefly explained that other Business Improvement Areas in the Niagara Region have reached out to Benchside Magazine about advertising opportunities, and so he wanted to raise the opportunity to the Grimsby Downtown BIA as well. He noted that pricing for a full-page ad is \$900 for one issue, and \$1500 for two issues.

Member Burns withdrew himself from the discussion and vote.

BIA-25-068

Moved by: Christine Kempf

Seconded by: Lisa Sproston

Resolved that the Executive Director be directed to purchase two one-page advertisements from Benchside Niagara at a cost of \$1500, to be paid for under the "Advertising" budget line item.

CARRIED

13. Next Meeting

The Acting Chair stated that the next meeting of the Grimsby Downtown BIA is scheduled for Wednesday October 8, 2025, at 9 a.m.

14. Closed Session

BIA-25-069

Moved by: Mayor Jeff Jordan

Seconded by: Christine Kempf

Resolved that the meeting of the Grimsby Downtown BIA move into closed session.

CARRIED

- Employee Matter
Pursuant to Section 239(b) of the Municipal Act, personal matters about an identifiable individual, including municipal or local board employees.

- Downtown Reimagined Communications Strategy
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.
- Closed Session Minutes
 - i. Downtown Construction Task Force – July 28, 2025
 - ii. GDBIA Meeting – August 13, 2025

15. Back to Open Session

The meeting returned to open session at 10:09 a.m.

16. Adjournment

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

Profit and Loss

Grimsby Downtown Improvement Area

January 1-August 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
BIA Levy	44,077.62
Grants	48,595.96
Total for Income	\$92,673.58
Cost of Goods Sold	
Gross Profit	\$92,673.58
Expenses	
Advertising	
Member Promotion Advertising	517.55
Print & Digital Advertising	621.63
Total for Advertising	\$1,139.18
Bank charges	333.91
Legal and professional fees	
Bookkeeping & Accounting	1,137.50
General Legal or Professional Expenses	3,622.50
Total for Legal and professional fees	\$4,760.00
Office expenses	
Contracted Services	250.00
General Office Expenses	39.63
Memberships & Subscriptions	1,156.85
Software	613.04
Total for Office expenses	\$2,059.52
Other general and administrative expenses	
Meeting Expenses	86.72
Website	486.70
Total for Other general and administrative expenses	\$573.42
Payroll Expenses	
Expense CPP Employer Portion	2,743.20
Expense EI Employer Portion	1,200.79
Ontario WSIB	664.10
Payworks Service Fees	454.56
Taxes	1,216.61
Wages	66,889.34
Total for Payroll Expenses	\$73,168.60
Total for Expenses	\$82,034.63
Other Income	
Other Expenses	
BIA Special Events	
Canada Day Event	1,713.79
Comedy Night	2,000.00
Downtown Event Expansion	3,824.92
Easter	3,074.49
Happening Event	30,000.00

Profit and Loss

Grimsby Downtown Improvement Area

January 1-August 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Music on the Forty	2,000.00
Shopping Spree Promotions	654.18
Total for BIA Special Events	\$43,267.38
Downtown Beautification	
Decoration Planters/Hanging Baskets	8,722.50
Total for Downtown Beautification	\$8,722.50
Total for Other Expenses	\$51,989.88
Profit	-\$41,350.93

Grimsby Downtown Improvement Area
Budget vs. Actuals: Budget 2025
January - August, 2025

	Actual	Budget	Total over Budget	% of Budget
Income				
BIA Levy	44,077.62	87,350.00	-43,272.38	50.46%
Grants	48,595.96	163,000.00	-114,404.04	29.81%
Sponsorships		10,000.00	-10,000.00	0.00%
Transfer from Reserves		87,520.00	-87,520.00	0.00%
Total Income	\$ 92,673.58	\$ 347,870.00	-\$ 255,196.42	26.64%
Gross Profit	\$ 92,673.58	\$ 347,870.00	-\$ 255,196.42	26.64%
Expenses				
Advertising			0.00	
Member Promotion Advertising	517.55	4,700.00	-4,182.45	11.01%
Misc. Advertising		16,200.00	-16,200.00	0.00%
Print & Digital Advertising	621.63	6,200.00	-5,578.37	10.03%
Total Advertising	\$ 1,139.18	\$ 27,100.00	-\$ 25,960.82	4.20%
Bank charges	333.91	150.00	183.91	222.61%
Charitable Rebates		300.00	-300.00	0.00%
Insurance		4,000.00	-4,000.00	0.00%
Legal and professional fees			0.00	
Audit Fees		3,000.00	-3,000.00	0.00%
Bookkeeping & Accounting	1,137.50	3,000.00	-1,862.50	37.92%
General Legal or Professional Expenses	3,622.50		3,622.50	
Total Legal and professional fees	\$ 4,760.00	\$ 6,000.00	-\$ 1,240.00	79.33%
Office expenses			0.00	
Contracted Services	250.00	1,000.00	-750.00	25.00%
General Office Expenses	39.63		39.63	
Memberships & Subscriptions	1,156.85	1,500.00	-343.15	77.12%
Software	613.04		613.04	
Total Office expenses	\$ 2,059.52	\$ 2,500.00	-\$ 440.48	82.38%
Other general and administrative expenses			0.00	
Meeting Expenses	86.72	500.00	-413.28	17.34%
Stationary, Supplies & Computers		400.00	-400.00	0.00%
Website	486.70	400.00	86.70	121.68%
Total Other general and administrative expenses	\$ 573.42	\$ 1,300.00	-\$ 726.58	44.11%
Payroll Expenses			0.00	
Expense CPP Employer Portion	2,743.20	5,400.00	-2,656.80	50.80%
Expense EI Employer Portion	1,200.79	3,000.00	-1,799.21	40.03%
Ontario WSIB	664.10	1,800.00	-1,135.90	36.89%
Payworks Service Fees	454.56	0.00	454.56	
Taxes	1,216.61	1,800.00	-583.39	67.59%
Wages	66,889.34	89,520.00	-22,630.66	74.72%
Total Payroll Expenses	\$ 73,168.60	\$ 101,520.00	-\$ 28,351.40	72.07%
Taxes and Licenses		3,000.00	-3,000.00	0.00%
Total Expenses	\$ 82,034.63	\$ 145,870.00	-\$ 63,835.37	56.24%
Net Operating Income	\$ 10,638.95	\$ 202,000.00	-\$ 191,361.05	5.27%
Other Expenses				
BIA Special Events			0.00	
Canada Day Event	1,713.79	10,000.00	-8,286.21	17.14%

Christmas Parade		2,500.00	-2,500.00	0.00%
Comedy Night	2,000.00	2,000.00	0.00	100.00%
Construction Programming		30,000.00	-30,000.00	0.00%
Downtown Event Expansion	3,824.92	4,000.00	-175.08	95.62%
Easter	3,074.49	2,000.00	1,074.49	153.72%
Happening Event	30,000.00	30,000.00	0.00	100.00%
Music on the Forty	2,000.00	2,000.00	0.00	100.00%
Shopping Spree Promotions	654.18	1,500.00	-845.82	43.61%
Winter Event		50,000.00	-50,000.00	0.00%
Total BIA Special Events	\$ 43,267.38	\$ 134,000.00	-\$ 90,732.62	32.29%
Downtown Beautification			0.00	
Decoration Planters/Hanging Baskets	8,722.50	8,000.00	722.50	109.03%
Lighting Program		60,000.00	-60,000.00	0.00%
Total Downtown Beautification	\$ 8,722.50	\$ 68,000.00	-\$ 59,277.50	12.83%
Total Other Expenses	\$ 51,989.88	\$ 202,000.00	-\$ 150,010.12	25.74%
Net Other Income	-\$ 51,989.88	-\$ 202,000.00	\$ 150,010.12	25.74%
Net Income	-\$ 41,350.93	\$ 0.00	-\$ 41,350.93	

Monday, Oct. 06, 2025 06:10:54 a.m. GMT-7 - Accrual Basis

Balance Sheet

Grimsby Downtown Improvement Area

As of August 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
Chequing	67,846.86
Total for Cash and Cash Equivalent	\$67,846.86
Accounts Receivable (A/R)	
Accounts Receivable (A/R)	32,670.96
Total for Accounts Receivable (A/R)	\$32,670.96
GIC Contribution	5,000.00
Prepaid expenses	1,903.37
Total for Current Assets	\$107,421.19
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	\$109,337.74
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
Accounts Payable (A/P)	-0.02
Total for Accounts Payable (A/P)	-\$0.02
Credit Card	
BMO Commercial Mastercard	2,105.87
Total for Credit Card	\$2,105.87
Downtown Improvement Area Levy 2	-1,088.47
GST/HST Suspense	0.00
HST Collected/Payable	-4,908.54
Payroll Liabilities	-\$289.09
Federal Taxes	-1,168.47
Ontario WSIB	-154.43
Total for Payroll Liabilities	-\$1,611.99
Total for Current Liabilities	-\$5,503.15
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	\$67,145.79

Balance Sheet

Grimsby Downtown Improvement Area

As of August 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Equity	
BIA Projects & Stabilization Reserve	183,495.36
Invested in Capital Assets - BIA	1,916.43
Opening Balance Equity	-18,173.86
Transfers to Reserves	-9,979.89
Year End Surplus/Deficit	13,720.36
Retained Earnings	-87,435.52
Profit for the year	-41,350.93
Total for Equity	\$42,191.95
Total for Liabilities and Equity	\$109,337.74