



**Grimsby Downtown Business Improvement Area
Open Session Meeting Minutes
Meeting Date & Time: August 13, 2025; 9 a.m.
Teddy's Sports Bar, 30 Main Street West, Grimsby**

Board Members:	Simon Duong, Chair (exited at 10:49 a.m., returned at 11:03 a.m.) Mark Wood, Vice Chair (exited at 11:08 a.m.) Councillor Davoli (exited at 9:02 a.m., returned at 9:04 a.m.) Chris Mindorff Ben Burns Christine Kempf Lisa Sproston Daniel Vandersteen (arrived at 9:05 a.m.)
Absent:	Mayor Jordan
Staff:	Amanda MacDonald, Executive Director Dylan Carr, Summer Events Coordinator Makenna Thomas, Content Creator Graphic Designer
Others:	Noah Nickel, Committee Coordinator

1. Call the Meeting to Order

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

2. Approval of the Agenda

BIA-25-057

Moved by: Mark Wood

Seconded by: Lisa Sproston

Resolved that the agenda for the August 13, 2025, Grimsby Downtown BIA Board meeting be approved.

CARRIED

3. Declarations of Pecuniary and Non-Pecuniary Interests

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

4. Business Arising from Previous Minutes

There was no business arising from previous minutes.

5. Approval of the Minutes

BIA-25-058

Moved by: Mark Wood

Seconded by: Christine Kempf

Resolved that the following meeting minutes be approved:

- Grimsby Downtown BIA Meeting – July 9, 2025

CARRIED

6. Delegations and Presentations

a. Joan Whitson – Grimsby Glows Pumpkin Parade

Joan Whitson provided a brief presentation regarding the Grimsby Glows Pumpkin Parade:

- The fourth annual edition of this event is set to take part on November 1, 2025, at Coronation Park;
- The family friendly event will include pumpkin carving, inflatable Halloween-themed décor, music in the park, refreshments, and more; and
- There is a sponsorship opportunity for the Grimsby Downtown BIA, to either donate pumpkins for carving, donate prizes and décor, or contribute financially.

The Board asked questions to Joan regarding:

- Timing of the Grimsby Downtown BIA's Halloween-themed events vs. the Grimsby Glows Pumpkin Parade;
- The possibility of donating décor from the Grimsby Downtown BIA's Halloween-themed events; and,
- New requirements for inflatable décor at public events.

BIA-25-059

Moved by: Chris Mindorff

Seconded by: Lisa Sproston

Resolved that the presentation from Daniel Glasbergen, KPMG, regarding the Grimsby Downtown BIA's 2024 Audit Report, be received.

CARRIED

7. Chamber of Commerce Update – Rebecca Shelley

Rebecca Shelley, Executive Director of the Grimsby and District Chamber of Commerce, was absent from the meeting.

8. Financial Update

a. Insurance Renewal

Amanda MacDonald, Executive Director, explained that the Grimsby Downtown BIA's annual insurance plan is up for renewal. Coverage remains the same, with the cost increasing marginally to renew. Cyber security insurance is being considered.

The Board asked questions pertaining to:

- Whether procurement requirements apply to an insurance renewal;
- The timeline of the renewal process;
- The inclusion of Director's Liability insurance; and,
- The possibility of working with a Grimsby-based insurance broker in the future.

BIA-25-060

Moved by: Chris Mindorff

Seconded by: Ben Burns

Resolved that the insurance renewal be approved, conditional upon receiving proof of Director's Liability insurance.

CARRIED

b. Grants Update

Amanda provided a brief update on the Grimsby Downtown BIA's grant opportunities, which included:

- Grant opportunities for 2026 have opened for applications;
- Canada Summer Jobs Grant funding that the BIA received for Summer 2025 will be ending for the year at the end of August;
- New Horizons for Seniors Program grant funding is now open, and is a new opportunity for the BIA to consider pursuing;
- Grant funding previously received by the BIA from the federal government to pay for winter holiday decorations has had its mandate and scope changed, seemingly making the recurring project no longer applicable.

The Board asked questions pertaining to:

- The possibility of coordinating with the Town of Grimsby's Age Friendly Advisory Committee regarding New Horizons for Seniors Program funding;
- The need to ensure that winter holiday decoration funding is secured.

c. Budget Discussion

Member Vandersteen briefly explained the Town's proposed budget timelines, more specifically:

- The Grimsby Downtown BIA's budget must be approved and submitted to the Town following the next meeting of the Grimsby Downtown BIA board;
- Desire to speak openly with the membership regarding the budget, and what they want to see included within it;
- Following consultation, Member Vandersteen and Amanda will write the draft budget for approval at the next Board meeting;
- The budget will look different due to the Downtown Reimagined Construction Project's impact on the Business Improvement Area in 2026 and the work that the Board will need to do to support its membership during this time; and,
- Member Vandersteen opened the floor for discussion on budget priorities from the Board.

The Board asked questions and provided comments on the following:

- Funding levels for the Happening in 2026 if the event is to be held outside of the Business Improvement Area due to construction;
- Reducing the number of specific line items in the budget to give the Board flexibility for anticipated 2026 construction impacts; and
- The possibility of holding pre-budget meetings with Board members.

d. Budget Survey

Member Vandersteen briefly explained the recently received budget survey responses from the Grimsby Downtown BIA's membership, more specifically:

- The membership is generally happy with how the past year has gone, and wants the Board to continue to hold more events and revitalize their marketing and communication efforts, which are already underway; and,
- Emphasis for the future is on tweaking what has been offered this past year and increasing offerings, while being nimble and responsive to outside pressures when and where possible.

These general, preliminary findings were discussed amongst the Board.

9. Chair's Report

There was no Chair's Report.

10. Events – International Plowing Match, Halloween Events, Summer Recap, StoryWalk Update

Dylan Carr, Summer Events Coordinator, provided a brief explanation of the Grimsby Downtown BIA's recent and upcoming events. More specifically:

- The Grimsby Downtown BIA is in contact with Niagara Transit regarding contracting shuttle services during the International Plowing Match;
- Summer events have been a great success;
- Planning of Halloween events is well underway; and,
- Winter holiday event planning is in the preliminary stages. Procurement of materials for the StoryWalk event is underway.

11. Beautification, Revitalization and Maintenance

Amanda provided a brief update on beautification efforts, including:

- The flowers and planters in the Business Improvement Area will be taken out once the weather cools off into the fall season. The contractor has been contacted and is in place to do this work when the time comes;
- Has received a quote for the cost of winter holiday décor, which will be the same as they were in 2024; and,
- Canadian Flags will be taken down following Remembrance Day.

12. Marketing

Makenna Thomas, Content Creator Graphic Designer, spoke to the following:

- Efforts to prepare for the Grimsby Downtown BIA's upcoming Halloween events from a marketing and communications perspective;
- Scheduling social media content ahead of the end of the Canada Summer Jobs funding period.

The Board expressed their support for Makenna and the effort she and the other student staff have undertaken to revitalize and expand the Grimsby Downtown BIA's online presence.

Member Vandersteen provided a brief update on the website redesign process. Specifically, that the project was awarded to Civiconnect and that work has begun on the project.

13. New Business

Member Vandersteen mentioned the Grimsby Economic Development Advisory Committee's upcoming event, the Grimsby Business Gala, which will be hosted in September.

14. Next Meeting

Chair Duong stated that the next meeting of the Grimsby Downtown BIA is scheduled for Wednesday, September 10 at 9 a.m.

15. Closed Session

BIA-25-061

Moved by: Chris Mindorff

Seconded by: Lisa Sproston

Resolved that the Grimsby Downtown Business Improvement Area Board meet in Closed Session under Section 239(2) of the Municipal Act, specifically regarding:

- An Employee Matter pursuant to Section 239(b) of the Municipal Act, personal matters about an identifiable individual, including municipal or local board employees;
- The 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;
- The Downtown Reimagined Communications Strategy Request for Proposal, 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.

CARRIED

16. Back to Open Session

BIA-25-063

Moved by: Daniel Vandersteen

Seconded by: Lisa Sproston

Resolved that the Downtown Reimagined Communications Strategy Request for Proposal be approved as per the direction provided in Closed Session, conditional on securing financial support from the Town of Grimsby for the project.

CARRIED

17. Adjournment

The meeting was adjourned at 11:22 a.m.