



Grimsby Downtown Business Improvement Area (BIA)

Meeting Date: December 10, 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. Grimsby Downtown BIA – October 8, 2025 (**Attachment included**)
 - b. Downtown Construction Task Force– October 27 (**Attachment included**)
- 6. Delegations and Presentations**
- 7. Chamber of Commerce Update**
- 8. Chair's Report (Attachment to be added)**
- 9. Financial Update**
 - a. General Financial Update (**Attachments to be added**)
- 10. Events**
 - a. Halloween Recap – Summary of event and review of outcomes.
 - b. Ladies Night Recap – Summary of event and review of outcomes.
 - c. Santa Claus Parade Update – Update on involvement and logistics.
 - d. StoryWalk Update – Progress report on the event.
- 11. Beautification, Revitalization and Maintenance**
 - a. Christmas Décor Update – Status update on this year's décor.
 - b. Spring and Summer Update – Early planning of anticipated initiatives.
 - c. Canada Day Flags – Update on installation schedule for flag displays.

12. Marketing

- a. Christmas Rack Card – Update on the Christmas marketing campaign.

13. Construction Task Force

- a. Public Meeting Update – Recap of recent town information session.
- b. Notice of Upcoming Meetings – Notice of adjustment to the Task Force meeting schedule.

14. Old Business

- a. Regional Recycling Program – Update on discussions with the Region regarding next steps.
- b. OBIAA – Brief update on OBIAA matters relevant to the Grimsby Downtown BIA, including the Conference Mobile, Conference Attendance, and OBIAA Awards Submissions.

15. New Business

16. Next Meeting

The next meeting of the Grimsby Downtown BIA is scheduled for Wednesday, January 14, 2026, at 9 a.m.

17. Adjournment



**Grimsby Downtown Business Improvement Area (BIA)
Open Session Meeting Minutes
Meeting Date & Time: October 8, 2025; 9 a.m.
Meeting Place: Teddy's Sports Bar, 30 Main Street West, Grimsby**

Board Members:	Simon Duong, Chair Mark Wood, Vice Chair Daniel Vandersteen Ben Burns Christine Kempf
Absent:	Mayor Jordan Councillor Davoli Chris Mindorff Lisa Sproston
Others:	Amanda MacDonald, Executive Director Christina Davidson, Communications Specialist 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

An amendment to the agenda was introduced to add a delegation from Christina Davidson, Communications Specialist, regarding the Town's branding project.

BIA-25-070

Moved by: Mark Wood
Seconded by: Christine Kempf

Resolved that the agenda 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-25-071

Moved by: Daniel Vandersteen

Seconded by: Christine Kempf

Resolved that the minutes of the September 10, 2025, Grimsby Downtown Business Improvement Area Board meeting be approved.

CARRIED

6. Delegations/Presentations

Christina Davidson, Communications Specialist, gave a presentation regarding the Town of Grimsby's ongoing branding project:

- Project is currently underway;
- Will create the Town of Grimsby's first brand;
- Will help to define and communicate the Town's unique identity, heritage and history, and attract investment;
- In the preliminary stages, which involves public consultation and awareness of the project;
- Next, once input is gathered, consultant Scott Thornley & Co. will establish the key themes identified by the public that will inform the brand, public input will be taken again;
- Then design work will begin on initial concepts, to be shown in early Spring 2026 to Council for approval; and,
- Launch is slated for April 2026.

The Board asked questions pertaining to:

- The feasibility of coordinating this project and its efforts to engage the public with events being hosted by the Grimsby Downtown BIA in October;
- What the impetus was for undertaking this project at this time; and
- How public feedback will be addressed throughout the project.

BIA-25-072

Moved by: Ben Burns

Seconded by: Daniel Vandersteen

Resolved that the presentation from Christina Davidson, Communications Specialist, regarding the Town of Grimsby's Branding Project, be received for information.

CARRIED

7. Chamber of Commerce Update – Rebecca Shelley

Member Vandersteen provided the Grimsby and District Chamber of Commerce update on behalf of Rebecca Shelley, Executive Director, due to her absence.

The update addressed the following:

- Business Awards taking place on Thursday, October 23, starting at 4 p.m. Tickets are available on the Chamber of Commerce website;
- The Chamber of Commerce is starting a new initiative to create gift boxes consisting of items donated by Grimsby businesses that will then be available to purchase by the public, called Boost Box;
- Chamber of Commerce Board of Director nominations will open in December 2025; and,
- Event planning for 2026 is well underway, including collaborations with the Grimsby Downtown BIA. More will be announced on this in the future.

8. Financial Update

Member Vandersteen provided a brief financial update:

- Financial statements were attached to the agenda, they continue to be cleaned up and improved every month in their appearance, though nothing noteworthy is in these monthly financial statements; and,
- The budget was passed at the September 2025 Grimsby Downtown BIA Board meeting and will be presented to the membership at the Annual General Meeting in November 2025.

BIA-25-073

Moved by: Ben Burns

Seconded by: Mark Wood

Resolved that the financial update be received for information.

CARRIED

9. Events

Amanda MacDonald, Executive Director, provided an update on the Grimsby Downtown BIA's events:

- The BIA's Halloween event is in the final stages of preparation. An additional 11 businesses have signed up to participate compared to last year. They received 4 sponsorships for the event, totalling \$2,000;
- Will have a Grimsby Downtown BIA group participating in the Grimsby Santa Claus Parade. This will be done alongside the continued sponsorship that the Grimsby Downtown BIA provides the event;
- Ladies' Night will take place on November 20, work continues to ensure it builds on feedback from last year's event, such as addressing the length of the bingo card; and,
- StoryWalk will be held alongside the Grimsby Public Library in December. Working on deciding the story, buying materials that the library needs, and getting BIA members to advertise the event at their business.

BIA-25-074

Moved by: Ben Burns

Seconded by: Daniel Vandersteen

Resolved that the events update be received for information.

CARRIED

10. Beautification, Revitalization, and Maintenance

Amanda provided an update on the BIA's ongoing beautification, revitalization and maintenance efforts:

- Canada Flags, that were installed for Canada Day, are set to be taken down following Remembrance Day;
- Winter Holiday Décor has been ordered, and dates have been finalized with the vendor for installation and removal of the décor; and,
- Planters and flower baskets have been removed or are in the process of being removed. Winter holiday planters and flower baskets are currently in the works.

BIA-25-075

Moved by: Mark Wood

Seconded by: Christine Kempf

Resolved that the beautification, revitalization and maintenance update be received for information.

CARRIED

11. Marketing Update

Amanda provided a brief marketing update:

- The Holiday Passport be reconsidered this year following the feedback that was received last year; and,
- More winter holiday updates will be provided at the Annual General Meeting.

BIA-25-076

Moved by: Christine Kempf

Seconded by: Mark Wood

Resolved that the marketing update be received for information.

CARRIED

12. Construction Task Force Update

Member Vandersteen provided an update from the Downtown Construction Task Force:

- The Town has informed the Task Force that the design phase is approximately 60 per cent completed, with a public engagement session on the design and other practical elements of the project scheduled for late November 2025; and,
- Work continues on the communications plan request for proposal, which is anticipated to be completed soon. A press release will be written and sent out once this is finalized.

BIA-25-077

Moved by: Christine Kempf

Seconded by: Mark Wood

Resolved that the Downtown Construction Task Force update be received for information.

CARRIED

13. Administration and Operations

Amanda presented the latest version of the Grimsby Downtown BIA's updated Human Resources Manual, which includes the following changes made from the previous version:

- Removal of references to departments that the Grimsby Downtown BIA does not have, such as an IT department;
- Removal of references to bereavement leave;
- Removal of Easter Monday on the list of recognized holidays, as this is not a provincial holiday in Ontario;
- An addition to the vacation policy to note that vacation must be taken within 60 days of the end of the year in which it was earned, and that will be changed as required to stay in alignment with provincial legislation;
- Updated the name of the Grimsby Downtown BIA throughout; and,
- A complaints and appeals section was added that states that complaints regarding the Executive Director are to be escalated directly to the Board.

BIA-25-078

Moved by: Daniel Vandersteen

Seconded by: Mark Wood

Resolved that the Human Resources Manual be approved as amended.

CARRIED

14. Annual General Meeting

Member Vandersteen provided a brief update on the upcoming Annual General Meeting:

- The Grimsby Downtown BIA's Annual General Meeting will take place on Wednesday, November 12 at 9 a.m. at Teddy's Sports Bar;
- The meeting's date and time will be communicated via email, social media, the newspaper, and postcard mailers to the general membership;
- There are no elections being held this year, only a presentation on the recently-adopted 2026 budget;
- Considering an update to the Procedural By-law in 2026 to adjust some minor elements of the public notice requirements for Annual General Meetings, though this will be discussed in greater detail later; and,
- New election policies and procedures will be codified in the lead up to the 2026 Annual General Meeting.

15. New Business

Chair Duong

Re: New requirement from Town Council to ensure all reports include a written component to ensure information received and decisions that are made by Boards and Committees is well communicated and accessible to the public.

16. Next Meeting

The Chair stated that the next meeting of the Grimsby Downtown BIA is scheduled for Wednesday November 12, 2025, at 9 a.m.

17. Closed Session

BIA-25-079

Moved by: Ben Burns

Seconded by: Christine Kempf

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

- 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.

CARRIED

18. Back to Open Session

BIA-25-080

Moved by: Daniel Vandersteen

Seconded by: Christine Kempf

Resolved that the direction provided in Closed Session regarding the digital communications plan be approved.

CARRIED

19. Adjournment

The meeting was adjourned at 10:24 a.m.



**Grimsby Downtown Business Improvement Area (BIA)
Downtown Construction Task Force
Meeting Date: October 27, 2025 Meeting Time:
10 AM Meeting Place: Zoom**

Task Force members: Daniel Vandersteen, Rebecca Shelley, Fay Hassaan, Andy Daniels, Brandon Wartman, Shannon Downey, Bryan Macaulay, Michael Palomba

Staff: Amanda MacDonald – Executive Director of the Grimsby Downtown BIA

Meeting Minutes

1. Call to Order – Call to order

- 10:05 am

2. Approval of the Agenda

- a. Motion to Approve Agenda
 - 1st Rebecca
 - 2nd Fay

3. Approval of Minutes

- a. Motion to Approve Minutes
 - 1st Rebecca
 - 2nd Fay

4. Declaration of Pecuniary and Non-Pecuniary Interest

- a. None Declared

5. Updates from Task Force

- a. Town/Executive Director Update

No updates from the BIA or Chamber.

Sema has reached 60% completion; underground is complete, and above ground is in progress. Design Consultant and Communication Consultant meeting at Town Hall at Town Hall today for a kick-off meeting. Update meeting with BIA members at the end of November, 3-4 weeks of advanced notice; goal is to avoid Christmas Season. November will have more information and plans.

6. New Business - Open floor for additional topics and discussions.

- No new business.

7. Next Meeting

- Monday November 24 , 2025 at 10:00am, via Zoom

8. Adjournment

a. Motion to Adjourn

- 1st Rebecca
- 2nd Fay
- Adjourned at 10:17am