

Agenda

BIA Board Meeting

Date: June 10, 2025
Time: 8:30am-10am
Location: City Hall | 52 Frank Street



Currently Meet the Governance Policy with 2 Representatives from the Municipal Council & 7 Directors At-Large

Attendees: Adam Rice, Courtney Sinclair, Mark Holmes, Cathy Pacheco, Chris Traczuk, Frank Kennes, Heather Lalonde, Colin Grantham, Rob Lilbourne, Mark Ortiz, Julianne Kloss

Regrets: Daniel Kiekens, Kaity Phillips

1. Call to Order

Meeting called to order at 8:31am

2. Approval of Previous Meeting Minutes

- Approval for May 13, 2025 Meeting Minutes. Motion from Frank, seconded by Chris. All in favour.

3. Big Dig Update (Municipal Presentation from Mark Ortiz)

- Municipality provided early-stage update on the “Big Dig.”
- Community and BIA input still being gathered before design presentation.
- Key priorities discussed: patio infrastructure, tree preservation, parking, shared spaces.
- A Public Information Centre is planned for summer.
- Timeline: Project will not begin before 2027.

BIA Feedback Highlights:

- Consider structural mounts for patios (threaded bollards).
- Explore wiring light poles for audio capability.
- Ensure long lead-time notice (at least one year) before construction begins.

4. Patio Safety & Barrier Discussion

- Municipality requires concrete barriers or planters to meet safety standards.
- Concerns raised about inconsistencies between market and patio safety.
- Suggested solution: use **Chicago (Jersey) barriers**, dressed with wraps or art.

Motion: *That the BIA support the use of wrapped Chicago barriers as an interim safety measure for patios to meet municipal CIP application requirements until the Big Dig reconstruction occurs.*

Motioned by Mark, seconded by Chris. Carried.

5. Financial Report

- Budget is tracking as expected.
- Variance noted due to increased hours for BIA Coordinator and spring open house.
- Anticipated use of reserves in future depending on staffing and mural project.

Motion: *To approve the current financial report as presented.*

Motioned by Mark, seconded by Chris. Carried.

6. Art Festival Update for September 20

- Event will now be combined with the municipality's Night Market.
- BIA to lead artistic programming (e.g., sip & paint, silent film with pianist, artists in businesses).
- Street closure extended if sufficient participation.
- Planning committee forming with BIA, The Wright Place, and municipal staff. Courtney and Chris will join.

7. Murals

- Proposal: 5 murals over 18 months. Total \$22,000 + HST, split over two years.
- First mural could begin during the Art Festival.

Motion: *That the BIA approve the mural proposal in principle, conditional upon securing at least 50% of the total project funding through CIP or other sources.*

Motioned by Mark, seconded by Chris. Carried.

8. Entrepreneur Event

- Will be moved to fall (instead of summer).
- Possibly hosted in a downtown vacant space or alternative location.
- Event to include banks, grant agencies, and local entrepreneur panel.

9. Business Advocacy & Internet Concerns

- Internet outages affecting many businesses.
- Executelink fibre still not installed downtown; BIA to follow up on timeline.
- Acknowledgement: No immediate action possible but concerns noted for future planning.

10. New Business Updates

- Café Babycinno with play space opening
- Gotham Barbershop relocated downtown.
- Multiple pizza places opening (Papa John's, Tito's, Red Swan).
- "The Cunning Hare" space near Cookie Bar still not confirmed (possibly a barbershop, private lounge, or event space).
- Parkhill's Greek restaurant "Niko's" moving into the mall.

11. Exeter Exchange & Downtown Improvements

Feedback from Exeter BIA:

- Lack of welcome signage and wayfinding into downtown.
- Suggestion: Downtown signage near the bridge with directional arrows.
- Water bottle refill station and sponsorship-based infrastructure at splashpads noted as inspiration.

12. Committee Participation

- Interest from members to join committees (Business Advocacy, Promotions, etc.).
- Jules to follow up with introductions.
- Concerns flagged about vetting committee members with appropriate intent and behavior.

13. Levy Increase Discussion

- Discussion on timing of BIA levy increase; consensus forming around doing it before next election year.
- Advice to compare with similar-sized BIAs for context.
- Future communication plan will involve business owners (not just Coordinator) advocating for the change.

12. Municipal Update

- Several members are planning to attend Teeny Tiny Summit.
- Keynote: Mandy Rennehan (Freshco CEO, trades advocate, HGTV host).
- First Impressions Exchange will be run by Ministry of Rural Affairs.

13. Next Meeting Dates and Adjournment

- Next Meeting: Tuesday, July 8, 2025, 8:30am–10:00am at Town Hall.
- Motion to adjourn by Frank, seconded by Mark. Meeting adjourned at 10:00am.