

Meeting Minutes BIA Board Meeting



Date: July 8, 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, Daniel Kiekens, Kaity Phillips, Cathy Pacheco, Frank Kennes, Heather Lalonde, Julianne Kloss

Regrets: Chris Traczuk, Colin Grantham

1. Call to Order

Meeting called to order at 8:39am

2. Approval of Previous Meeting Minutes

- Approval for June 10, 2025 Meeting Minutes. Motion from Frank, seconded by Cathy. All in favour.

3. Financial Overview

- Updated financials were presented. Highlights included:
 - BIA finished over budget due to decisions made earlier (e.g., increased security and mural payment).
 - Security costs came in about \$500/month higher than last year.
 - \$5,000 was moved from reserve to cover mural deposit.
 - Budget line for "planning expenses" still has about \$1,000 left
- Some confusion over budget line items — double postings or categorization between streetscape and maintenance were discussed.
- Clarified that beautification spending includes more than just watering flowers (e.g., planters, banners, Christmas décor, garbage pickup).
- Comparison with Exeter showed they spend less on watering, but may have provided fewer services.
- Motion to approve updated financial statements. Motion from Mark, seconded by Kaity. All in favour.

4. Special Meeting

- Original meeting date of **July 16** was reconsidered.
- Group initially decided to move it to **July 23** to allow for better turnout and planning.
- It was clarified that this would be a **Special Meeting**, not an AGM — the focus would be on the **levy increase discussion**.
- New date was agreed upon during the meeting, pending confirmation with Chris.
- **Motion to approve the date change to July 23** was held for final confirmation with the full board.
- *(Note: following the meeting, there was discussion about potentially pushing the meeting to the fall to allow*

more time for member communication.)

5. BIA CIP Grant

- No CIP grants distributed this year.
- The \$3,000 budgeted will be redirected toward mural project expenses.
- Consensus to focus on murals and events this year over small CIP reimbursements.

6. CTV Contracts

- CTV advertising contracts increased to 12 businesses (up from 7 last year).
- New or returning businesses: Axiom, Strathroy Audio Video, Clock Tower Bistro, and others.
- Most contracts paid; a few pending follow-ups noted.

7. Business Advocacy / Security

- No major updates.
- Security budget remains limited — mostly allocated toward market events.

8. New Businesses

- **Café Babycinno** had soft launch; grand opening on July 20. Great response from the public and strong social media buzz.
- **Tree Colours** opening soon, art supply and maker store. Owner previously designed downtown window signage.

9. Municipal Updates

- \$75,000-\$80,000 allocated by the municipality for tree bed and streetscape work this summer.
- Mulch with glue compound chosen after member input.
- **Smoking Bylaws:**
 - Concerns raised about people smoking (including cannabis) near entrances and food businesses.
 - Request to connect with municipal bylaw officer (Cody) to explore enforcement.
- **Recycling Changes:**
 - Province to stop commercial recycling pickup in 2026.
 - OBIAA petition and advocacy in progress. Concerns about impact on mixed-use buildings downtown.
- **Parking Enforcement:**
 - Positive results so far; only 5 warnings issued over 3 weeks.

10. Murals & Cultural Art Fest

- First mural payment made; artist Andrew to help seek additional funding.
- Cultural Night Market + Art Fest planned for **Saturday, September 20**.
- Live mural painting planned as part of event.
- Potential to expand street closures to include the mall area; conversations underway.
- Goal to better include north-end businesses (Food Basics plaza); discussions ongoing.

- Desire to show integration and partnership through participation or visibility at events.

11. Coordinator Role & Levy Increase

- Strong board support for expanding Jules' hours/role, but this depends on budget and levy increase approval.
- Need to hold **special meeting** to present the case and allow for transparency with stakeholders. Meeting will include:
 - Service and event highlights
 - Explanation of Jules' support role
 - Comparison of levy rates with similar BIAs (e.g., Exeter)
 - Cost breakdown showing small individual impact
- Important to clearly label the meeting as a **levy increase discussion** so businesses can make an informed decision.
- Conversation around whether BIA members = building owners or tenants. Clarification ongoing, but all will be invited.

12. Bookkeeping Discussion

- Agreement that a dedicated bookkeeper is needed.
- Potential long-term funding/staffing structure still pending discussion with the municipality.

13. Next Meeting Dates and Adjournment

- Next Meeting: Tuesday, August 12, 2025, 8:30am–10:00am at Town Hall.
- Motion to adjourn by Cathy, seconded by Mark. All in favour. Meeting adjourned at 10:00am.