



**Simcoe BIA Board of Management
Planning Meeting
Wednesday January 14, 2026 at 11:30 am
Riversyde 83**

AGENDA

11:30 pm **Lunch**

12:00 pm **Planning for 2026**

Beautification

- Review of 2025
- Reserve funds of \$20,000 for beautification projects
- Out with some old, in with some new?
- What should our priorities be?

Communications

- Review of 2025
- What is our communication/marketing strategy for 2026?
- Newspaper, radio, digital billboard, social media – anything else?
- Continue to update the web site and keep it current
- Survey the members to gather information (see attached sample)

Events and Promotions

- Review of 2025
- Our annual events and promotions – stay basically the same? add new events, discontinue some events? (see the list of events & promotions)
- How do we get our members more involved in our events?

1:00 pm **What is your top priority for the Simcoe BIA in 2026?**

- Keeping in mind the staff and volunteer resources that we have available and the mandate of the Simcoe BIA, what is your top priority for 2026?

1:30 pm **Possible Uses of the Reserve Funds**

1. Downtown Simcoe BIA Façade Improvement Program

- To supplement the funding provided by the Norfolk County program
- To assist with additional expenses not funded by Norfolk County
- The program would follow the format of the Norfolk County program
- The cost would be \$20,000 funded from the reserve funds

2. Part Time One Year Contract Position “Downtown Revitalization Coordinator”

- The contract position would be dedicated to assisting with the assessment and development of potential changes, and implementing recommendations from the board, Norfolk County, property owners, and the general public
- Work collaboratively with the Norfolk County Economic Development staff and other stakeholders
- Apply for funding from the Ontario Rural Economic Development Fund
- Could be supplemented from the reserve funds

1:55 pm

Committee Structure

- Should we keep our two committees or amalgamate the two into one committee?

2:00 pm

Meeting Adjourned