



**Downtown Simcoe Business Improvement Area
Board of Management Meeting**

Date: Wednesday June 11, 2025 **Time:** 12:00 PM

Location: Simcoe BIA Office, 26 Peel St., Simcoe

DATE: June 11, 2025

PRESENT: Tiana Moe, Laura Downey, Morgan Xiola, Marianne Ward, Nathan Kolomaya,

STAFF: Les Anderson

GUESTS: None

REGRETS: Clarence Burke, Stephen Khalla, Councillor Doug Brunton, Councillor Adam Veri

1. Welcome and Meeting Called to Order

Tiana Moe, Chair, welcomed everyone to the meeting and called the meeting to order at 12:07 pm.

2. Approval of the Agenda

The agenda was reviewed and there were no changes.

MOTION

Moved by: Marianne Ward

Seconded by: Nathan Kolomaya

That the agenda for the Simcoe BIA Board of Management meeting of June 11, 2025, be approved.

Motion Carried

3. Declarations of Pecuniary Interest / Conflict of Interest

There were no declarations of pecuniary interest or conflict of interest at this meeting.

4. Acceptance of the Board of Management Meeting Minutes of May 14, 2025

MOTION

Moved by: Laura Downey

Seconded by: Morgan Xiola

That the minutes of the Board of Management meeting held on May 14, 2025, be approved.

Motion Carried

5. Business Arising From the Minutes

Items will be discussed under other business.

6. Correspondence

- a) Letter to Amy Fanning, Treasurer, Norfolk County, Requesting a Budget Ammendment For Additional Reserve Funds for 2025 and Email Response
- b) Simcoe Heritage Friendship Festival re Request For Sponsorship

The board provided direction to staff to proceed with a \$500.00 sponsorship for the "Friday Family Night" for the Simcoe Heritage Friendship Festival 2025.

MOTION

Moved by: Laura Downey

Seconded by: Marianne Ward

That the correspondence be received as information.

Motion Carried

7. Committee Reports

Executive Committee

The Chair requested that the Board go in camera.

Closed Session

MOTION

Moved by: Nathan Kolomaya

Seconded by: Marianne Ward

That the Simcoe BIA Board of Management move into closed session at 1:15 pm. Pursuant to Section 239(2)(b) of the Municipal Act, 2001, as amended as the subject matter pertains to personal matters about an identifiable individual, including municipal or local board employees.

MOTION

Moved by: Marianne Ward

Seconded by: Laura Downey

That the Simcoe BIA Board of Management reconvene in open session at 1:40 pm.

Motion Carried

The board provided direction to the Executive Committee regarding an employment contact.

Beautification Committee

Marianne Ward reported that the moving of the existing planters and installing the new planters is being coordinated with Hockley Landscaping and Norfolk County staff. The Drive Thru Art Gallery banners will be installed prior to June 17 for the 100th Anniversary of the Carillon Tower. Discussion continues on the year round lighting for the light posts. Arrangements have been made with NACL to provide additional street maintenance. The annual clean up took place June 8 and this year we had a volunteer group from Indwell take part. As part of the clean up, the front garden at the Lynnwood Arts Centre was weeded and cleaned up. It was noted that there are a couple of spots where there is large grease stains on the sidewalks on Norfolk County property. Arrangements are being made to have a contractor clean up the sidewalk areas.

MOTION

Moved by: Laura Downey

Seconded by: Morgan Xiola

That the Beautification Committee report for the month of June 2025 be received as information.

Motion Carried

Communications / Events Committee

Laura Downey reported that the committee is finalizing the design for the street wide banner. Board members will have an opportunity to review and approve the design before it is ordered. Discussion continues about the digital sign for Norfolk St. South.

The first step is to get Norfolk County's approval to have the sign on their property. The committee is considering a promotion for the restaurants, bakeries, and cafes. The Downtown Friday Nights will begin on Friday July 11. The Canada wide BIA contest, ShopLocal2Win, has been rescheduled for November 3 to December 14, 2025. The committee discussed the idea of a food truck festival. An ad was approved for the Daytripping newspaper summer edition. Norfolk County will be doing some filming of restaurants in Simcoe on June 16. Les made the arrangements for four restaurants in the BIA area and one outside of the BIA area.

MOTION

Moved by: Nathan Kolomaya

Seconded by: Marianne Ward

That the Communications / Events Committee report for the month of June 2025 be received as information.

Motion Carried

8. Financial Report

8a. Les circulated the cheque report for the month of May 2025. He commented on some of the disbursements and responded to questions from the board members.

8b. The Board was also provided with the 2025 Budget and Projections to Year End as of May 31, 2025.

8c. The Board was provided with a report on the use of the reserve funds. Les noted that three items have been completed. Other items that are currently being discussed by the committees have been added to the list which reflects an over expenditure of \$75,000. The board approved the request for a budget amendment for an additional \$75,000 be added to the budget from the existing Reserve Funds.

MOTION

Moved by: Marianne Ward

Seconded by: Laura Downey

That the financial report for the month of June 2025 be received as information.

Motion Carried

9. Other Business / Round Table

9a. Update on the 2024 Audit

Les provided an update on the 2024 audit.

9b. Update On The Canada Summer Jobs Program Grant – “Street Ambassador”

While the Simcoe BIA has not received official notice of the Canada Summer Jobs Program grant application, Les said that we will not be receiving a grant for a summer student. Some BIA's have been successful while others have not. Les has requested a written response from the Program Officer as to why our application was turned down.

9c. Update On The Canada Wide BIA ShopLocal2Win Campaign

The Campaign has been delayed until November 3 to December 14, 2025. Les will continue to be involved in the planning stages and attend zoom meetings as required.

9d. Year to Year Comparison of Reserve Funds

The board was provided with a chart that showed the history of the accumulated reserve funds for the Simcoe BIA from 2018 to 2023. In the year 2020, during COVID, levy funds were not used as planned due to the restrictions in place. This resulted in a surplus of \$121,059. As the COVID restrictions continued into 2021, a surplus in the amount of \$84,262 was realized. The two years combined shows a total surplus of \$205,321, which makes up 75% of the reserve funds to December 31, 2023.

Plans are underway to utilize approximately \$95,000 of the surplus for beautification projects in 2025. Additional reserve funds may be required for projects approved by the Board of Management and Norfolk County Council. Reserve Funds will also be identified in the 2026 budget for work to be done.

9e. Sharing Office Space With the Simcoe & District Chamber of Commerce

This topic has been brought forward as a result of discussions between Les and Karen Matthews, Executive Director of the Simcoe & District Chamber of Commerce. The board determined that the sharing of office space would not be feasible with the existing Chamber space. While it may be feasible in the future, it would take a major renovation to the existing office space or a new project at a different location.

9f. Recycling for Businesses in the BIA Area

Les had contacted Merissa Bolka, Supervisor of Waste Management for Norfolk County, regarding who will be responsible for notifying the businesses in the BIA area about changes to the recycling program. Merissa responded that Norfolk County will no longer be responsible for collecting recyclables from the commercial sector as of January 1, 2026. Norfolk County will be providing information and informing businesses and property owners of the changes that will take place January 1, 2026.

9g. Concerns Raised By Members Regarding Drugs, Homelessness, and Policing

This item was brought forward as a result of concerns expressed by some of our businesses. They have expressed concern that problems related to these issues have increased since discussions started about the use of security guards at the Norfolk County Library Simcoe branch and Talbot Gardens. The board discussed the police services provided in the Simcoe BIA area.

10. Next Meeting Dates

The meeting dates listed on the agenda were reviewed. It was noted that the Communications / Events Committee will meet on Monday July 7 instead of Friday July 4, 2025.

11. Meeting Adjourned

Moved by: Nathan Kolomaya

Seconded by: Morgan Xiola

That the Simcoe BIA Board of Management meeting of June 11, 2025, be adjourned at 1:40 pm.

Motion Carried