



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

Date: Wednesday April 9, 2025 **Time:** 12:00 PM

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

DATE: April 9, 2025

PRESENT: Tiana Moe, Laura Downey, Marianne Ward, Stephen Khalla, Councillor Doug Brunton, Councilor Adam Veri

STAFF: Les Anderson

GUESTS: None

REGRETS: Morgan Xiola, Nathan Kolomaya, Clarence Burke

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 one item was added to the agenda. 9g. Parking and the Simcoe Chamber of Commerce.

MOTION

Moved by: Marianne Ward

Seconded by: Laura Downey

That the agenda for the Simcoe BIA Board of Management meeting of April 9, 2025, be approved as amended.

Motion Carried

3. Declarations of Pecuniary Interest / Conflict of Interest

Stephen Khalla declared a pecuniary interest/conflict of interest in an item to be discussed under 7b the Beautification Committee Report. His business will be

responding with a quote to an RFQ issued by the Simcoe BIA for providing tote bags that the Simcoe BIA.

4. Acceptance of the Board of Management Meeting Minutes of March 12, 2025

MOTION

Moved by: Marianne Ward

Seconded by: Stephen Khalla

That the minutes of the Board of Management meeting held on April 9, 2025, be approved.

Motion Carried

5. Business Arising From the Minutes

Items will be discussed under other business.

6. Correspondence

- a) Request for Sponsorship for the Make A Wish Canada Concert
- b) Email From Norfolk County Clerk re Code of Conduct Training

MOTION

Moved by: Stephen Khalla

Seconded by: Councillor Adam Veri

That the correspondence be received as information.

Motion Carried

7. Committee Reports

Executive Committee

The Executive Committee did not meet so there was no report.

Beautification Committee

Marianne Ward reported that the committee discussed the delivery date for the new planters and the timing of moving the existing planters to their new location. Hockley's Landscaping will be doing the work and are planning to do it sometime after the long weekend in May. The Drive Thru Art Gallery banner program is underway and completed banners are due back by May 9, 2025. The Simcoe BIA has received

approval from Norfolk County staff to place flowers on the bridge on Norfolk St. North. The committee is continuing their discussions regarding year round lighting on the street posts. More information along with the cost is required.

MOTION

Moved by: Laura Downey

Seconded by: Stephen Khalla

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

Motion Carried

Communications / Events Committee

Laura Downey reported that the committee discussed the replacement of the street wide banner for Norfolk St. North. Quotes for the promotional tote bags are to be received by April 17, 2025. Once the committee reviews the quotes, the bags may be ordered. They are included in the 2025 approved budget. The committee began to discuss a special promotion for the food and drink establishments. This will be discussed further at the May meeting. The children's entertainment schedule for the Downtown Friday Nights was discussed and some suggestions were made for the entertainment.

Stephen Khalla declared a pecuniary interest/conflict of interest under item 3 regarding the RFQ for the purchase of tote bags for the Simcoe BIA. He did not take part in the discussion for this item.

MOTION

Moved by: Marianne Ward

Seconded by: Councillor Adam Veri

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

Motion Carried

8. Financial Report

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

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

MOTION

Moved by: Councillor Doug Brunton

Seconded by: Stephen Khalla

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

Motion Carried

9. Other Business / Round Table

9a. Approval of the 2023 Audited Financial Statements

The 2023 Audited Financial Statements were distributed with the board agenda package. Les responded to questions.

MOTION

Moved by: Councillor Doug Brunton

Seconded by: Tiana Moe

That the 2023 Audited Financial Statements prepared by Millards Chartered Professional Accountants be approved as presented and further that,

The 2023 Audited Financial Statements be forwarded to Norfolk County for their review.

Motion Carried

9b. Update on the 2024 Audit

Les explained that now that the 2023 audit has been completed, the 2024 audit will begin. The timeframe for completion of the 2024 audit was discussed.

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

There has been no indication from the program as to when a decision will be made on our application. There is speculation that the decision will not be made until after the federal election.

9d. Recommendation to Purchase A Storage Container

Les provided a cost breakdown on the purchase of a 20 foot container and a 40 foot container. The 40 foot container would be preferable since the Simcoe BIA is consolidating two storage garages into the one storage container. The savings for

rental of storage space in 2025 will be approximately \$2,190.00 and on an annual basis \$4,380.00.

MOTION

Moved by: Marianne Ward

Seconded by: Stephen Khalla

That staff be directed to proceed with the purchase of one 40 foot storage container from Targetbox in Mt. Elgin at a cost of \$10,000.50 including delivery and HST.

Motion Carried

9e. Board Member and Committee Recruitment

A draft notice regarding the recruitment of board members and committee members was circulated with the agenda package. The notice would be sent out to all members within the Simcoe BIA area via eblast. Staff was directed to proceed with sending the notice out to all members.

9f. Draft Policy for Providing a Grant for Security Cameras

The board discussed the draft policy to provide grants to property and business owners to assist with the installation of a security system/cameras. Questions arose around the amount of the grant, what happens if the business closes, and how many businesses might access the grant program.

The board decided to do a survey as to how many businesses/property owners already have security systems. This information will be brought back to the board meeting on May 14, 2025.

9g. Parking In The Simcoe BIA Area

Les mentioned that Kirby Shiek from the Simcoe and District Chamber of Commerce had visited the office on Wednesday April 9, 2025, to discuss the parking issue in downtown Simcoe. The Simcoe Chamber will be taking an advocacy role in solving the problem by looking at opportunities to create more parking spaces downtown by Norfolk County purchasing and removing buildings and converting the property into parking.

Les mentioned to Kirby that the parking enforcement had improved and the board had agreed to give Norfolk County more time to establish the parking enforcement downtown. Kirby feels that we are “managing” the problem but we are not “solving” the problem. Les agreed to provide information to Kirby to assist the Simcoe Chamber in their presentation to Norfolk County Council.

10. Next Meeting Dates

The meeting dates listed on the agenda were reviewed with no changes being made.

11. Meeting Adjourned

Moved by: Stephen Khalla

Seconded by: Councillor Doug Brunton

That the Simcoe BIA Board of Management meeting of April 9, 2025, be adjourned at 1:10 pm.

Motion Carried