



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

Date: Wednesday August 13, 2025 **Time:** 12:00 PM

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

DATE: August 13, 2025

PRESENT: Tiana Moe, Laura Downey, Morgan Xiola, Marianne Ward, Stephen Khalla,
Nathan Kolomaya, Councillor Doug Brunton

STAFF: Les Anderson, Josh Parsons

GUESTS: None

REGRETS: Clarence Burke, 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 12:05 pm.

2. Approval of the Agenda

The agenda was reviewed and there were no changes.

MOTION

Moved by: Councillor Doug Brunton

Seconded by: Laura Downey

That the agenda for the Simcoe BIA Board of Management meeting of August 13, 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 July 9, 2025

MOTION

Moved by: Laura Downey
Seconded by: Stephen Khalla

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

Motion Carried

5. Business Arising From the Minutes

Items will be discussed under other business.

6. Correspondence

- a) Email from Jim Carroll, Routes to Roots Film Festival, Requesting Sponsorship for the Routes to Roots Film Festival

MOTION

Moved by: Stephen Khalla
Seconded by: Laura Downey

That the correspondence be received as information, and that the Downtown Simcoe BIA contribute \$250.00 towards the cost of the Routes to Roots Film Festival.

Motion Carried

The Board also requested that the Routes to Roots Film Festival provide financial statements to the Simcoe BIA.

Nathan Kolomaya entered the meeting at 12:17 pm.

7. Committee Reports

7a. Executive Committee

Tiana Moe informed the Board that if any individual or organization has a concern or questions regarding the Simcoe BIA, the concern(s) or questions(s) should be put into a letter addressed to the Board.

MOTION

Moved by: Marianne Ward
Seconded by: Laura Downey

That the Executive Committee report for the month of August 2025 be received as information.

Motion Carried

7b. Beautification Committee

Marianne Ward provided an update on the lights for the street light posts. The Beautification Committee and the Board members preferred the rope lighting. Some discussion took place on how to reduce the cost including using plastic ties instead of stainless steel ties and doing every other pole on Norfolk St. Marianne also provided an update on the storefront decorating contest for Applefest. We will be partnering with the Norfolk County Agricultural Society again this year. The committee discussed the extra garbage pickup. The Committee directed Les to order the eight new planters for Colborne St.

MOTION

Moved by: Laura Downey

Seconded by: Nathan Kolomaya

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

Motion Carried

7c. Communications / Events Committee

Laura Downey reported that the committee discussed the progress on the digital sign for Norfolk St., the work being done on the website, and how we might be able to promote the arts in downtown Simcoe. The Downtown Simcoe BIA has been selected as a participating BIA in Ontario for the Canada Wide BIA Contest, ShopLocal2Win. The final Downtown Friday Night event takes place on Friday August 15 and the Norfolk Applefest takes place on Saturday September 20.

MOTION

Moved by: Stephen Khalla

Seconded by: Nathan Kolomaya

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

Motion Carried

8. Financial Report

8a. Les circulated the cheque report for the month of July 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 July 31, 2025.

8c. The Board was provided with a report on the use of the reserve funds. Les noted that four items have been completed. The board approved the request for a budget amendment for an additional \$75,000 to be added to the budget from the existing Reserve Funds. This was approved by Council at their July 22, 2025 meeting.

MOTION

Moved by: Councillor Doug Brunton

Seconded by: Marianne Ward

That the financial report for the month of July 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. Discussion About the Operation of the Simcoe BIA's Security Cameras

This item will be part of the 2026 budget discussions.

9c. Update on the Waste Collection by the Downtown Simcoe BIA

Les is working with a contractor to see if they are able to commit to two days per week for garbage collection in the BIA area. The estimated cost to year end would be \$10,000.00. The Board decided to start with one day per week on Saturdays if that is possible. Les will contact the contractor regarding the change with a start date of September 6, 2025.

9d. Lighting for the Street Light Posts

MOTION

Moved by: Councillor Doug Brunton

Seconded by: Nathan Kolomaya

That the purchase and installation of the rope lights for the 57 street light posts be approved at a maximum cost of \$14,000.00 as outlined by the Beautification Committee,

And further, that the cost of the project be taken from the approved Reserve Funds.

Motion Carried

9e. Norfolk County 2026 Budget Timetable

The Board was provided information related to the timetable for the Norfolk County's Budget Committee to receive information from boards and agencies.

9f. Simcoe BIA Website Development – Presentation by Josh Parsons on the Communications/Events Committee Recommended Structure

Josh Parsons presented the overall structure for the new website. This was discussed at the Communications / Events Committee on August 8, 2025, and they were recommending this to the Board. The Board provided feedback and approved the layout and structure of the website. Josh will be working on the detailed information over the next couple of months.

9g. Board Member Recruitment for the Two Vacant Positions

There are currently two vacancies on the Board of Management. Board members will give some thought as to who might be recruited to be a board member.

9h. Follow Up Meeting to the Planning Meeting Held in January 2025

Given that it is already August, the board decided that they will forgo the follow up meeting this year but plan for a planning day and follow up meeting in 2026. The Board is also provided with a status report on a monthly basis as to the status of the identified items from the 2025 planning day.

10. Next Meeting Dates

The meeting dates listed on the agenda were reviewed.

11. Meeting Adjourned

Moved by: Marianne Ward

Seconded by: Laura Downey

That the Simcoe BIA Board of Management meeting of August 11, 2025, be adjourned at 1:45 pm.

Motion Carried