



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

**Date:** Wednesday February 11, 2026 **Time:** 12:00 PM

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

**DATE:** February 11, 2026

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

**STAFF:** Les Anderson

**GUESTS:** None

**REGRETS:** Nathan Kolomaya, Clarence Burke

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**1. Welcome and Meeting Called to Order**

Tiana Moe, Chair, welcomed everyone to the meeting and called the meeting to order at 12:06 pm.

**2. Approval of the Agenda**

The agenda was reviewed and item 9h Review of Committee Structure was added to the agenda.

**MOTION**

**Moved by:** Laura Downey

**Seconded by:** Marianne Ward

That the agenda for the Simcoe BIA Board of Management meeting of February 11, 2026, be approved as amended.

**Motion Carried**

**3. Declarations of Pecuniary Interest / Conflict of Interest**

There were no declarations of pecuniary interest / conflict of interest.

4. **Acceptance of the Board of Management Meeting Minutes of December 10, 2025, and the Planning Meeting Notes of January 14, 2026, be approved.**

**MOTION**

**Moved by:** Marianne Ward

**Seconded by:** Laura Downey

That the minutes of the Board of Management meeting held on December 10, 2025, and the Planning Meeting Notes of January 14, 2026, be approved.

**Motion Carried**

Councillor Adam Veri entered the meeting at 12:11 pm.

5. **Business Arising From the Minutes**

Items will be discussed under other business.

Morgan Xiola entered the meeting at 12:20 pm.

6. **Correspondence**

**6a.** That the correspondence dated February 3, 2026, to Al Meneses, CAO, Norfolk County, regarding the future of the Lynnwood Arts Centre was discussed.

**MOTION**

**Moved by:** Stephen Khalla

**Seconded by:** Laura Downey

That correspondence dated February 3, 2026, to Al Meneses, regarding the future of Lynnwood Arts Centre be received as information.

**Motion Carried**

7. **Committee Reports**

**7a. Executive Committee**

The Executive Committee did not meet prior to the board meeting, however they will be meeting today following the board of management meeting.

## **7b. Beautification Committee**

Marianne Ward reported that the committee met on February 3, 2026, and discussed the rope lights and the possibility of adding additional lights in the BIA area. Les has been discussing this with Paul Zorad of Zortech Industries. The committee also discussed the vacant Imperial Oil lot, possibly wrapping the utility boxes with art, and the current status of recycling for the businesses in the BIA area. The theme for this year's Drive Thru Art Gallery will be "My Norfolk – the Artist's View of Norfolk County".

### **MOTION**

**Moved by:** Councillor Doug Brunton

**Seconded by:** Laura Downey

That the Beautification Committee report for the month of February 2026 be received as information.

### **Motion Carried**

## **7c. Communications / Events Committee**

Laura Downey reported that the committee met on February 6, 2026, and discussed the Valentine's Day Contest, the Home and Lifestyle Show, and the Clean Sweep Campaign. Laura mentioned a new event this year will be a Live Mural event where mural artists will be painting so that the general public can watch, along with live music, the possibility of some entertainment for the children and hosting a corn hole competition. Laura also mentioned the work that Handy Henry has done for the skating rink on Norfolk St. South.

### **MOTION**

**Moved by:** Stephan Khalla

**Seconded by:** Marianne Ward

That the Communications / Events Committee report for the month of February 2026 be received as information.

### **Motion Carried**

## **8. Financial Report**

**8a.** Les provided the board with a copy of the cheque register for the month of January 2026. He explained some of the expenditures and responded to questions.

**8b.** The Board was also provided with the 2026 Budget and Projections to Year End as of January 31, 2026.

**8c.** The Board was provided with the final report on the use of the reserve funds in 2025. This information has been provided to Norfolk County's Finance Department.

**MOTION**

**Moved by:** Marianne Ward

**Seconded by:** Morgan Xiola

That the financial report for the month of January 2026 be received as information.

**Motion Carried**

**9. Other Business / Round Table**

**9a. 2024 Audited Financial Statements**

The Board was provided with copies of the 2024 audited financial statements prepared by Millard, Rouse & Rosebrugh LLP. As per the financial statements, a surplus of \$10,346 was realized at the end of 2024, with the accumulated surplus of \$283,713 as of December 31, 2024.

**MOTION**

**Moved by:** Morgan Xiola

**Seconded by:** Marianne Ward

That the 2024 audited financial statements prepared by Millard, Rouse & Rosebrugh LLP be approved as presented.

**Motion Carried**

**9b. 2025 Audit Update**

Les mentioned that the BIA's operating by-law requires the BIA to have their financial information to the auditors by February 15, 2026. Our information will be delivered sometime during the following week.

**9c. Memorandum of Understanding Between the Simcoe BIA and Norfolk County**

Les mentioned that more and more BIA's are working with their municipalities to develop a Memorandum of Understanding which outlines who is responsible for what in the BIA area. An MOU promotes collaboration between the Norfolk County staff and the Simcoe BIA. With limited resources in both organizations, there is a benefit of doing more collaboration, working more closely together.

Developing a MOU will take considerable staff time from both Norfolk County and the Simcoe BIA. Negotiations and a number of discussions will take place before a draft document is ready for consideration. Les is obtaining some MOU's from other BIA's to assist with our document. The board instructed Les to contact the CAO for Norfolk County to see if they would like to have an MOU and how the County would like to begin the process.

#### **9d. Policy for the Use of the Simcoe BIA's Reserve Funds**

Included in the agenda package was information on how some of the other BIA's handle their reserve funds. Given the amount of reserve funds that were used in 2025 and the planned expenditures for 2026, Les suggested that this item be deferred until after the 2025 audit is completed and to see how the 2026 expenditures for the reserve funds unfold. This item can be brought back in the fall of 2026 for consideration.

#### **9e. Downtown Simcoe BIA Community Improvement Plan For Review**

A draft of the Downtown Simcoe BIA Community Improvement Plan was briefly discussed at the Planning Meeting on January 14, 2026. This program is modeled after Norfolk County's CIP program. The one change that Les noted was in the General Program Terms section, item 7. The number of written estimates was reduced from two to one written estimate. With that change, the Board agreed with the policy.

Les mentioned that this program will require the use of \$20,000 from our reserve funds and this will have to go to Norfolk County Council for approval.

#### **MOTION**

**Moved by:** Morgan Xiola

**Seconded by:** Laura Downey

That the Downtown Simcoe BIA Community Improvement Plan be approved as presented and that the program cost of \$20,000.00 for 2026 be funded from the reserve funds.

#### **Motion Carried**

#### **9f. Downtown Revitalization Coordinator – Update on the Grant Application**

This item was discussed briefly at the Planning Meeting on January 14, 2026. Les presented information about the Rural Ontario Development Program and what would be required from the Simcoe BIA. The deadline for applications is February 26, 2026. The program would require the BIA to provide 50% of the funds on a cost shared basis.

Les suggested that given the plans for the use of reserve funds in 2026, that we should not submit a grant application at this time. The board agreed.

### **9g. Sponsorship for the Simcoe & District Chamber of Commerce Innovation Frontier Forum**

Les provided an overview of what the Forum will include. It is being held at the German Hall and tickets will be \$75.00. We have not been a sponsor in the past but one of the speakers will be talking about his experience with downtown revitalization. This would be a good opportunity for the BIA to provide a short commentary on what we do and then introduce the speaker. The board would like Tiana Moe and Josh Parsons do this on behalf of the BIA.

### **MOTION**

**Moved by:** Councillor Adam Veri

**Seconded by:** Councillor Doug Brunton

That the Downtown Simcoe BIA provide a sponsorship in the amount of \$500.00 to the Simcoe & District Chamber of Commerce Innovation Frontier Forum dated April 9, 2026.

### **Motion Carried**

The board provided instruction to Les to request ten minutes for the BIA presentation and to request two free tickets for the event.

### **9h. Review of the Committee Structure**

The committee structure was discussed briefly at the Planning Meeting on January 14, 2026. Given the size of the board and the need for volunteers, the board decided to move forward with a committee-of-the-whole. The agenda will be structured based on the current committees, that being a section for Beautification and a section for Communications/Events. With everyone attending the committee-of-the-whole, it should decrease the amount of time required for the board meetings.

The other item for the board's consideration was the time of our committee and board meetings. A couple of business owners have expressed an interest in the board but the timing of the meetings is impossible for them to attend. The board discussed the pros and cons of the morning meetings and decided to move the time of the board meetings and the committee-of-the-whole meeting to 8:00 am beginning in April 2026. The board will meet on the second Tuesday and the Committee-of-the-Whole will meet on the fourth Tuesday of the month.

## **10. Next Meeting Dates**

The meeting dates listed on the agenda were reviewed.

## **11. Meeting Adjourned**

**Moved by:** Morgan Xiola

**Seconded by:** Marianne Ward

That the Simcoe BIA Board of Management meeting of February 11, 2026, be adjourned at 1:40 pm.

**Motion Carried**