



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

Date: Wednesday April 14, 2026 **Time:** 8:00 AM

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

DATE: April 14, 2026

PRESENT: Tiana Moe, Marianne Ward, Jason Doyle, Councillor Doug Brunton, Councillor Alan Duthie, Councillor Adam Veri

STAFF: Les Anderson

GUESTS: None

REGRETS: Clarence Burke, Morgan Xiola, Nathan Kolomaya, Stephen Khalla

1. Welcome and Meeting Called to Order

Tiana Moe, Chair, welcomed everyone to the meeting and called the meeting to order at 8:00 AM. Tiana welcomed new board member Jason Doyle from the World of Plumbing to the Board of Management.

2. Approval of the Agenda

The agenda was reviewed and items 9f and 9g were added to the agenda.

MOTION

Moved by: Marianne Ward

Seconded by: Councillor Doug Brunton

That the agenda for the Simcoe BIA Board of Management meeting of April 14, 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 March 11, 2026

MOTION

Moved by: Councillor Adam Veri

Seconded by: Marianne Ward

That the minutes of the Board of Management meeting held on March 11, 2026, be approved.

Motion Carried

5. Business Arising From the Minutes

Items will be discussed under other business.

6. Correspondence

There was no correspondence.

7. Committee Reports

7a. Executive Committee

The Executive Committee did not meet.

7b. Beautification Committee

Marianne Ward reported that the Beautification Committee met with Dave Hockley to discuss the plantings for the street level planters. A number of options were discussed and the committee provided their suggestions. Marianne also provided an update on the rope lighting for the poles on Peel St. and Colborne St. The painted banner program is underway. The street wide banner will be installed in the first week of May. The annual clean-up day was set for Saturday May 9, 2026 beginning at 9:00 am. Volunteers will meet at the Simcoe BIA office. The committee also welcomed a new volunteer, Helen Fraser of Simcoe.

MOTION

Moved by: Councillor Adam Veri

Seconded by: Councillor Alan Duthie

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

Motion Carried

7c. Committee-of-the-Whole

The Committee-of-the-Whole did not meet prior to this meeting. Their first meeting is April 28, 2026, at 8:00 AM.

8. Financial Report

8a. Les provided the board with a copy of the cheque register for the month of March 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 March 31, 2026.

8c. The Board was provided with the report on the projects that are being funded from the reserve funds in 2026.

MOTION

Moved by: Marianne Ward

Seconded by: Councillor Doug Brunton

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

Motion Carried

9. Other Business / Round Table

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

Les informed the Board that he has contacted Al Meneses, CAO, Norfolk County, and it was determined that the Simcoe BIA will do the first draft of the Memorandum of Understanding with Norfolk County. It will then be forwarded to Norfolk County for review.

9b. Downtown Simcoe BIA Community Improvement Plan - Update

Les informed the Board that he talked to John Regan, Norfolk County, about the reasons for the Simcoe BIA's plan not being approved by Norfolk County Council. John mentioned that there were a couple of issues. First, the name should be changed since it is the same as the County's program. The Board agreed to change the name. Secondly, the County did not want to be in competition with the BIA's plan. The BIA's policy states that the BIA program is administered in conjunction with the County's plan and can supplement what a property owner or business receives from the County. John Regan will be reporting back to Council at their May meeting.

9c. OBIAA Certificate of Merit Award for Our “Let There Be Light” Submission in the Category of Streetscaping & Public Realm Improvements

Les informed the Board that he submitted an application to the OBIAA’s Annual Awards Program. He highlighted the rope lighting project and the street level planters. The Simcoe BIA was awarded with a Certificate of Merit for their project.

9d. Information From Graham Henderson, CEO, London C of C, Presenter at the Norfolk Innovation Forum re: Downtown Revitalization Through Arts and Culture

Les spoke to the information that was provided in the agenda package relating to Graham Henderson, CEO of the London Chamber of Commerce. Graham spoke at the Simcoe Chamber’s Innovative Frontier Forum on Downtown Revitalization through Arts and Culture. Les has since contacted Graham to make arrangements for him to come to Simcoe in the next few months.

9e. Request to Order Promotional Pens – Information to be provided at the meeting

Les requested permission from the Board to purchase pens to be used for promotional purposes. There is a special on the pen similar to the one we have at a very good price. We currently have eighteen pens in stock. The Board directed Les to purchase one thousand (1,000) pens to be used for promotions and for giveaways to our members.

9f. Board Member Clarence Burke

Board member Clarence Burke has been on medical leave for some time and the board learned that he will no longer be able to participate as a board member.

MOTION

Moved by: Tiana Moe

Seconded by: Councillor Adam Veri

That the Board accepts the resignation of board member Clarence Burke with regret, and that a letter be sent to Clarence thanking him for his contribution to the Board.

Motion Carried

9g. In Camera Session

The Board Chair requested that the board go into closed session.

MOTION

Moved by: Councillor Adam Veri

Seconded by: Councillor Doug Brunton

That the Simcoe BIA Board of Management convene in closed session at 8:47 AM, pursuant to Section 239(2) (b) of the Municipal Act, 2001, as amended, as the subject pertains to (b) personal matters about an identifiable individual, including municipal or local board employees.

MOTION

Moved by: Councillor Adam Veri

Seconded by: Councillor Alan Duthie

That the Simcoe BIA Board of Management reconvene in open session at 9:14 AM.

Motion Carried

Direction was provided to staff in the closed session.

10. Next Meeting Dates

The next meeting dates listed on the agenda were reviewed.

11. Meeting Adjourned

Moved by: Councillor Doug Brunton

Seconded by: Councillor Alan Duthie

That the Simcoe BIA Board of Management meeting of April 14, 2026, be adjourned at 9:23 AM.

Motion Carried