



## Essex Centre BIA Board Meeting Minutes

April 12, 2022, 6:00 pm

Location: Brenko's upstairs meeting room. 19 Laird Ave, Essex, ON

### **Present:**

Katie Blais, Chair  
Rick Wilkinson, Vice Chair  
Gregg Laframboise  
Andrea Schinkel  
Kelly Baillargeon, Coordinator

### **Regrets:**

Joe Garon, Councillor

### **1. Call to Order**

K. Blais called the meeting to order at 6:00 pm

### **2. Declarations of Conflict of Interest**

There were no conflicts of interest noted at this time.

### **3. Adoption of Published Agenda**

#### **3.1. Essex Centre BIA Board Meeting Agenda for April 12, 2022**

##### **BIA22-04-001**

Moved by G. Laframboise

Seconded R. Wilkinson

**That** the published agenda for the April 12, 2022 Essex Centre BIA Board Meeting be adopted as presented.

**Carried**

### **4. Adoption of Minutes**

#### **4.1. Essex Centre BIA Board Meeting Minutes for March 8, 2022**

##### **BIA22-04-002**

Moved by A. Schinkel

Seconded G. Laframboise

**That** the minutes of the Essex Centre BIA Board Meeting held March 8, 2022 be adopted as circulated.

**Carried**

## **5. Correspondence**

### **5.1. Treasurer s Report**

#### **5.1.1.Closure of Libro Account**

Report was presented and is attached below.

### **5.2. Verbal Report from Council Representation**

There were no verbal reports provided.

#### **BIA22-04-003**

Moved by R. Wilkinson

Seconded G. Laframboise

**That** the Reports listed in agenda item 5 be received.

**Carried**

## **6. Marketing and Promotions**

### **6.1. St. Patrick's Day "Hunt for Gold" Review**

K. Blais reported that there was a positive social media reception of the Pot of Gold Campaign.

Easter Egg Hunt Promotion

K. Baillargeon reported that the ongoing Easter egg hunt had good business participation across Essex.

### **6.2 Future Promotions**

Board discussed that Father's Day and Mother's Day promotions from 2021 be repeated

### **6.3 ACT committee partnership i.e. Movie Nights in Park**

Board discussed the ACT proposal to have BIA cover the cost of 2 movies this summer in Essex Centre. K. Baillargeon will gather more information on costs and vendor opportunities and report to next BIA Budget Meeting.

### **6.4 Town of Essex Fun Fest**

Discussion on Fun Fest. BIA has in the past sponsored the Fireworks. The Fun Fest organization proposes a new wine/mixer event on the Thursday night, July 7 and requests that the BIA partners with them. K. Blais will attend meeting next week and bring more information to the next meeting, covering details such as costs involved, organization of renting spaces, what the BIA will be responsible for in terms of bringing in businesses and promoting the venue.

### **6.5 New Business Ribbon Cuttings**

K. Blais reported on two ribbon cuttings in Essex Centre in past few weeks - noted that there was very little notice to the BIA for either of the Town led proceedings. Suggestion was made to encourage improved communication between the Town Council and BIA so that greater attendance can be attained.

K. Baillargeon proposes that a standard donation/gift be made at all ribbon cutting events for new or expanding businesses - suggested donuts and coffee, bouquet of flowers or an ad in the Free Press. This will be added to the agenda of the next meeting.

#### 6.6 BIA Swag

K. Baillargeon presented a number of options from multiple sources. Discussion followed, with the consensus that she obtains pricing on bags, pens, travel cup and possibly a pen holder to be eventually distributed to the Essex Centre businesses when they also receive the BIA information packages.

#### 6.7 Business coupon book

K. Baillargeon presented a proposal from a company that produces a coupon booklet that features area businesses. Information yet to be gathered for upcoming BIA meeting: Who will coordinate with the businesses to get copy and money; Costs; can we coordinated this promotion with the town branding of the upcoming construction.

#### **BIA22-04-004**

Moved by R. Wilkinson

Seconded by G. Laframboise

**That** the Marketing and Promotions updates listed in Agenda Item 6 be received.

**Carried**

### **7. Beautification**

#### 7.1. Essex Streetscape Branding Meeting Review

Report from Meeting indicated that access to businesses will remain a priority, communication between businesses and construction will go through a website portal, a project manager will be hired, and the committee will contact BIA when the time comes to discuss banners and Christmas decorations.

#### 7.2. Industrial Park Signage Landscaping update

G. Laframboise received a quote from Bellaire Landscaping - K. Baillargeon will communicate with the town to see what they would charge, A. Schinkel and R. Wilkinson offered to get independent quotes as well.

#### 7.3. Christmas Décor

BIA will re-address when streetscaping is further along in the planning stages.

#### **BIA22-04-005**

Moved by R. Wilkinson

Seconded by A. Schinkel.

**That** the Beautification updates listed in Agenda Item 7 be received.

**Carried**

## **8. Windsor Essex Provincial Election 2022**

### 8.1. Essex Business Concerns

K. Baillargeon will send an email to get questions for upcoming MP candidate debate

#### **BIA22-04-06**

Moved by K. Blais

Seconded by G. Laframboise

**That** the Windsor Essex Provincial Election 2022 updates listed in Agenda Item 8 be received.

**Carried**

## **9. Member Updates**

### 9.1. Requests - None

9.2. Changes - Peacock Lounge will be possibly re-opening in new location; Dollarama opening is imminent

9.3. Updates - Out of the Klozet has new owner

#### **BIA22-04-07**

Moved by G. Laframboise

Seconded by K. Blais

**That** the updates listed in Agenda Item 9 be received.

**Carried**

## **10. Adjournment**

#### **BIA22-04-08**

Moved by R. Wilkinson

Seconded by K. Blaise

**That** the meeting be adjourned at 8:45 pm.

**Carried**

## 11. Future Meetings

### 2022 tentative meeting schedule

May 10, 2022, 6:00 PM, Essex Centre Sports Complex - Budget and Branding Meeting

June 14, 2022, 6:00 PM, Essex Centre Sports Complex

July 12, 2022, 6:00 PM, Essex Centre Sports Complex

August 9, 2022, 6:00 PM, Essex Centre Sports Complex

September 13, 2022, 6:00 PM, Essex Centre Sports Complex

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Acting Chair

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Andrea Schinkel  
Recording Secretary