



## Essex Centre BIA Board Meeting Minutes

May 10, 2022, 6:00 pm

Location: Essex Centre Sports Complex, 60 Fairview Ave W, Essex, ON

### Present:

Katie Blais, Chair  
Rick Wilkinson, Vice Chair  
Gregg Laframboise, Treasurer  
Andrea Schinkel, Secretary  
Kelly Baillargeon, Coordinator  
Josh, No Frills, Essex  
Kim Dennison, Onyx Fitness Solutions Ltd.  
Joe Garon, Councillor

### 1. Call to Order

K. Blais called the meeting to order at 6:15 PM following introductions and brief explanation of BIA goals, budgets, membership requirements and privileges.

### 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 May 10, 2022

**BIA22-05-001**

Moved by Greg Laframboise

Seconded by Rick Wilkinson

**That** the published agenda for the May 10, 2022 Essex Centre BIA Board Meeting be adopted as presented.

**Carried**

### 4. Adoption of Minutes

#### 4.1. Essex Centre BIA Board Meeting Minutes for April 12, 2022

**BIA22-05-002**

Moved by Greg Laframboise

Seconded by Andrea Schinkel

**That** the minutes of the Essex Centre BIA Board Meeting held April 12, 2022 be adopted as circulated.

**Carried**

## **5. Correspondence**

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

No formal report given, but a discussion surrounding past expenditures and the expectation of repeat/adjustments to each one occurred to assist the treasurer in producing a guideline for the remainder of 2022.

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

Streetscape estimated start date to be announced at a later point, estimating after September  
Hogs for Hospice has approached Essex to determine if Essex can support a stop over the Civic Weekend -  
July 30 at noon - currently resting with town administration. Joe will advise if any further information is  
forthcoming.

Christmas Parade will be unlikely due to construction.

#### **BIA22-05-003**

Moved by Rick Wilkinson

Seconded by Greg Laframboise

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

**Carried**

## **6. Budget Review**

### **6.1. Capital projects**

Washrooms - \$100,000 allocated to this project

### **6.2. Beautification**

Street Beautification assistance for Streetscape - \$50,000 allocated to this project

### **6.3. Memberships**

6.3.1. OBIAA (Ontario Business Improvement Area Association)- \$270 annual membership

Rick Wilkinson suggested that the BIA join OBIAA. Kelly Baillargeon will sign up and is willing to  
be the liaison with the OBIAA.

#### **BIA22-05-004**

Moved by Rick Wilkinson

Seconded by Greg Laframboise

**That** the Essex BIA join the OBIAA (Ontario Business Improvement Area Association)- for an annual fee of \$270.

**Carried**

#### **6.4. Events**

Budget Overview

Mother's Day - \$1,100 allocated to this event

Father's Day - \$1,100 allocated to this event

Halloween Parade - \$1,500 allocated to this event

Tree Lighting - \$500 allocated for sponsorship/advertisement

Movie Night - \$2,500 allocated to this event and is organized through ACT committee (Arts, Culture, Tourism) to be held in August and September at Heritage Park

BIA Dollars - \$7,500 has been allocated for two campaigns in 2022. The first will be held during the streetscaping and the second will be held during Christmas (might be simultaneous - possibly consider a summer campaign if streetscape is delayed).

Christmas Lights Competition – \$2,500 allocated to this event

Business Excellence Award Dinner - \$1,000 allocated to this event. This event is being organized by the Rotary Club. In 2019 the event did not meet expectations. As a result, the Essex BIA encouraged a revamp of the event. In 2020 this event was delayed and then cancelled due to Covid restrictions. It is unclear as to status in 2022. Kelly will contact Rotary for more information

Digital Main Street Media – This will be promoted again this summer and will be used by the Essex BIA for promoting Essex during the Streetscaping construction.

#### **6.5. Promotional Items**

Essex BIA discussed various promotional item. As a result of this discussion, pens, small tote bag and note pads will be ordered by Kelly Baillargeon

**BIA22-05-005**

Moved by Greg Laframboise

Seconded by Andrea Schinkel

**That** the Budget Review items listed in Agenda Item 6 be received.

**Carried**

## **7. Marketing and Promotions**

### **7.1. Branding - #supportingsmallbusiness [www.essexbia.com](http://www.essexbia.com) blue colour**

Branding will be incorporated into promotional items, posts, communications.

### **7.2. Sidewalk Sales**

July 7 - 10, 2022 - Kelly Baillargeon will send emails encouraging all businesses to participate in sidewalk promotions for the entire Fun Fest weekend.

Parade 10:30 Saturday, July 9

**7.2.1.- Town wide Yard Sale Weekend - June 25-26 - BIA** to let businesses know this is a loosely organized event and encourage them to participate to help create excitement and foot traffic.

### **7.3. ACT Committee partnership i.e. Movie Nights in Park**

August 16 and September 17 held at Heritage Park. The Essex BIA will send email to businesses encouraging participation in the form of booths/sales/visibility during the events. This event will start in the afternoon and run into the evening.

### **7.4. Town of Essex Fun Fest**

\$2,500 sponsorship for the fireworks display has been confirmed.

\$1,500 sponsorship for the Sip and Shop event was discussed.

FunFest Committee Chair, Joe Garon explained the setup and the Essex BIA involvement.

This event is scheduled for July 7.

**BIA22-05-006**

Moved by Andrea Schinkel

Seconded by Greg Laframboise

**That** The BIA sponsor the Essex Fun Fest Sip and Shop event in the amount of \$1,500 to support members and their set up fees.

**Carried**

**BIA22-05-006**

Moved by Andrea Schinkel

Seconded by Greg Laframboise

**That** The BIA sponsor the Essex Fun Fest Sip and Shop event in the amount of \$1,500 to support members and their set up fees.

**Carried**

#### **7.5. Hogs for Hospice**

The Board discussed during Budget discussion.

**BIA22-05-007**

Moved by Andrea Schinkel

Seconded by Greg Laframboise

**That** the Marketing and Promotions updates listed in Agenda Item 7 be received.

**Carried**

### **8. Beautification**

#### **8.1. Essex Streetscape Update**

Ward 1 Councillor Joe Garon reported that Victoria Street will likely be started first, later in the summer, with a fall estimated commencement of the Talbot Street construction. More information will be available after Monday's Council meeting.

#### **8.2. Industrial Park Signage Landscaping update**

Industrial Signage gardens. BIA discussion directed Greg Laframboise to further investigate other options to keep the project under \$5,000.

**BIA22-05-008**

Moved by Rick Wilkinson

Seconded by Greg Laframboise

**That** the Beautification updates listed in Agenda Item 8 be received.

**Carried**

## **9. Member Updates**

**9.1.**Requests - none

**9.2.** Changes - Dollarama is Open

Essex Flower Basket has removed its sign.

Foodland to eventually move to Maidstone location, along with Dollarama.

**9.3.** Updates

There were not updates.

**BIA22-05-009**

Moved by Gregg Laframboise

Seconded by Rick Wilkinson

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

**Carried**

## **10. Adjournment**

**BIA22-05-010**

Moved by Andrea Schinkel

Seconded by Rick Wilkinson

**That** the meeting be adjourned at 8:00pm

**Carried**

## **11. Future Meetings**

### 2022 tentative meeting schedule

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

---

Acting Chair

---

Recording Secretary

**COPY**

**ESSEX, BIA**

**COSTING CENTRE BUDGET WITH NOTES**

**GL ACCOUNTS**

**COMMENTS**

**2022 BUDGET**

**Revenues**

**Amounts added to Taxes and Special Levies**

43800- Business Improvement Area

\$ 140,000.00

**Investment and Other Income**

Transfer from equity past years carried forward

47,550.00

48700 – Miscellaneous Revenue      BIA Sponsored Events

0.00

**Total Revenue**

**\$ 187,550.00**

**Expenditures**

**External Transfers**

55900 – Donations, Grants

\$ 5,000.00

**Internal Allocations – expense**

58900 – Amounts Allocated from Other Departments

4,000.00

Part time BIA Co-ordinator

18,000.00

**Total**

\$ 22,000.00

**Material and Supplies**

51100 – Office Supplies

\$ 500.00

51500 – Supplies – Membership

60,000.00

51820 – Specialty Equipment/Beautification (includes up to \$ 50,000  
For new bathrooms in Heritage Gardens)

65,000.00

\$ 125,500.00

**Miscellaneous Services**

53500 – Public Relations/Membership Services

\$ 7,000.00

53510 – Advertising

25,000.00

53900 – Miscellaneous Services

1,000.00

\$ 33,000.00

**Tax Adjustments**

57370 – Tax Write-Offs – BIA

\$ 2,000.00

**Utilities, Insurance and Property Taxes**

54300- Insurance - Buildings

\$ 50.00

**Total expenditures**

**\$ 187,550.00**