



Essex Centre BIA Board Meeting Minutes

February 21, 2023 6PM

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

Present: Jelena Adzic, BIA Board Member
Kim Dennison, BIA Board Member
Gregg Laframboise, BIA Board Member
Stephanie Winger, BIA Board Member
Kelly Baillargeon, Coordinator

Also Present: Nicole Atkinson, Representative for The Mayor's Office
Krista Sweet, BIA member

Regrets: Katie McGuire-Blais, Town Council Representative
Rick Wilkinson, BIA Board Member

Absent: Greg Schinkel, BIA Board Member

1. Call to Order

The Chair called the meeting to order at 6:05 PM.

2. Land Acknowledgement

We acknowledge that this land is the traditional territory of the Three Fires Confederacy of First Nations (comprised of the Ojibway, the Odawa, and the Potawatomi Peoples), and of the Huron-Wendat Peoples. We value the significant historical and contemporary contributions of local and regional First Nations and all of the Original Peoples of Turtle Island who have been living and working on the land from time immemorial.

3. Declarations of Conflict of Interest

There were no conflicts of interest noted at this time.

4. Adoption of Published Agenda

4.1 Essex Centre BIA Board Meeting Agenda for February 21st, 2023

BIA23-02-001

Moved by G. Laframboise

Seconded by K. Dennison

That the published agenda for the February 21, 2023 Essex Centre BIA Board Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1 Essex Centre BIA Board Meeting Minutes for January 17th, 2023

BIA23-02-002

Moved by G. Laframboise

Seconded by J. Adzic

That the minutes of the Essex Centre BIA Board Meeting held January 17, 2023 be adopted as circulated.

Carried

6. Correspondence

6.1 Treasurer's Report -2023 Budget Review

The board review the attached Treasurer's Report.

6.2 Report from Council Representative

Councillor Katie McGuire-Blais provided the following report.

Highlights from the 2023 approved budget are as follows;

The Wilson Parking lot (behind Dollarama) has been approved for repair;

- The Streetscape has been rescoped and has now gone out for Tender. The rescope is from Arthur Ave to Cameron Ave., including both intersections, and is expected it to start May 2023 and end November 2023;
- Essex Region Conservation Authority ("ERCA") has obtained the old railway track lands. This runs through the downtown core. Over the next few years, ERCA will be fundraising to install bike/walking paths. This will be a great addition to the Heritage Park. This also might be a capital project for the BIA to work on to help fund the Heritage portion of the path;
- Phase 2 of the electrical project for Heritage Park will be discussed in the 2024 budget. This is a capital project that the BIA might want to invest in;
- The Essex Sip N' Shop Committee has had their first meeting with a second scheduled on March 1, 2023 6:00 pm in the Barnette Room. Tickets this year will be \$30, which includes a \$10 donation to our charity partner, a wine tumbler with the Sip N' Shop logo, 3 samples of wine, 1 full glass of wine along with an individual snack; and
- The Sip N' Shop committee has requested the BIA to sponsor this event providing for a total sponsorship of \$5000 which would include a second tent and added BIA vendors.

BIA23-02-003

Moved by G. Laframboise

Seconded by J. Adzic

That the correspondence listed in Agenda Item 6 be received.

Carried

7. Member Updates

7.1 Membership input Q&A

The BIA board has invited several BIA business owners to attend monthly board meetings to share their thoughts, suggestions, concerns and give feedback regarding the current promotions, marketing and beautification projects provided by the BIA.

Krista Sweet from FATE shared that she currently participates in the BIA business branded commercials, the Downtown Dollar program and all seasonal promotional opportunities. She inquired about the protentional to utilize the commercials on different platforms other than the current social media platforms and website. She mentioned that while the Downtown Dollar program is successful, she inquired whether there was a way to better spread the dollars out to allow for more customers to purchase them. Ms. Sweet provided suggestions such as reviewing the times of sale, spreading out the campaigns etc. She noted that her business could benefit from a possible marketing/social media training. She also noted that FATE currently relies heavily on social media for their marketing and promotions and could benefit from a form of radio advertisement.

7.2 Requests

There were no requests at this time

7.3 New Businesses/Closings/Change of location

It was noted that there is a "closed" sign erected on the Save Plus property next to Kennedy Funeral Home Limited on Talbot St. N., Essex.

BIA23-01-004

Moved by G. Laframboise

Seconded by K. Dennison

That the Member Updates listed in Agenda Item 7 be received.

Carried

8. Marketing and Promotions

8.1 Downtown Dollar Campaign Update

The Essex RBC branch has a new Assistant Branch Manager who the board has reached out to with a request for a possible spring/summer launch date(s).

8.2 Promotional Signage

The board has reached out to the Town of Essex Recreation and Culture Department to inquire about using the electronic signage for advertising events, promotions and our businesses. There are signs outside and inside the lobby at the Essex Centre Recreation Complex, Maedel Community Centre and at the McGregor Community Centre that the board could use.

The board will summit the requested posts in advance with specific date ranges for approval.

The board received a quote from WP Boutique for flags which would be used to promote current events and help to direct traffic to the events.

Kelly Baillargeon spoke with Marc Tortola, Manager, Communications about a possible tourism website/promotional partnership. A meeting request has been sent for March to discuss.

BIA23-01-005

Moved by G. Laframboise
Seconded by K. Dennison

That the BIA are to purchase two Zoom Flex flags in the amount of \$525 each plus H.S.T.

Carried

BIA23-01-006

Moved by G. Laframboise
Seconded by K. Dennison

That the Marketing and Promotions updates listed in Agenda Item 8 be received.

Carried

9. Events

9.1 Valentine's Day Promotion Update

The promotion began on February 1st, 2023 with a total of 91 participants. Participants were asked to Like and Share our promotion and nominate a deserving loved one. \$500 worth of prizes were given out. Winners were announced on February 14th and the prizes were delivered.

9.2 St. Patrick's Day Promotion

Participants are encouraged to visit our downtown Essex small businesses and look for a "Pot of Gold" sign for a chance to win \$50 worth of Downtown Dollars.

10 people will win \$50 Downtown Dollars for a total of \$500. Once they have located a sign, there are to take and post their Selfies on our Facebook page which help to promote our members.

Winners will be announced on March 31st, 2023. Laminated signs were distributed among our members.

There is no purchase necessary to win.

9.3 Easter Promotion

A total of \$500 worth of Downtown Dollars will be randomly distributed in the downtown district for participants to find and redeem at participating stores.

9.4 Essex Sip N' Shop

The BIA board agreed to sponsor the event once again and increase the sponsorship by \$1,500 with our BIA businesses receiving the first right of refusal for vendor space.

9.5 Santa Claus Parade

We have confirmed the Windsor Parade Corporation partnership for 2023. The parade route will depend on the state of the Essex downtown streetscape.

BIA23-01-007

Moved by G. Laframboise
Seconded by K. Dennison

That the Essex Sip N' Shop event be sponsored in the amount of \$3,500 with the first right of refusal given to BIA membered businesses for vendor space.

Carried

BIA23-01-008

Moved by K. Dennison
Seconded by J. Adzic

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

Carried

10. Beautification

10.1 Heritage Park Washroom project update

This agenda item was discussed in agenda item 6.2

10.2 Streetscape Update

This agenda item was discussed in agenda item 6.2

BIA23-01-009

Moved by K. Dennison
Seconded by J. Adzic

That the Beautification updates listed in Agenda Item 10 be received.

Carried

11. Board of Directors Governance

11.1 BIA Constitution Review & Update

A copy of the latest constitution will be forwarded to the board for review and members are asked to bring forth requested changes and updates for March's meeting.

BIA23-01-010

Moved by G. Laframboise
Seconded by K. Dennison

That the Board of Director updates listed in Agenda Item 11 be received.

Carried

12. Adjournment

BIA23-01-011

Moved by G. Laframboise

Seconded by K. Dennison

That the meeting be adjourned at 8:05PM.

Carried

Stephanie Winger – Chair

Kelly Baillargeon –Recording Secretary

ZOOM FLEX EDGE - MEDIUM FLAG

The Zoom Flex Edge Medium Flag is the perfect advertising display flag for outdoor use. The full fiber pole and wind-resistant flag are designed for the graphic to rotate in wind, providing a dynamic option for your display needs. The height varies from 116" to 138.63" depending on the flag shape, and flags have the option for single or double sided display graphics. Ground stake and storage bag are included. Product not designed to withstand adverse weather or high wind. Weather damage is not covered by product warranty.

Hardware

Choose a selection...

Qty

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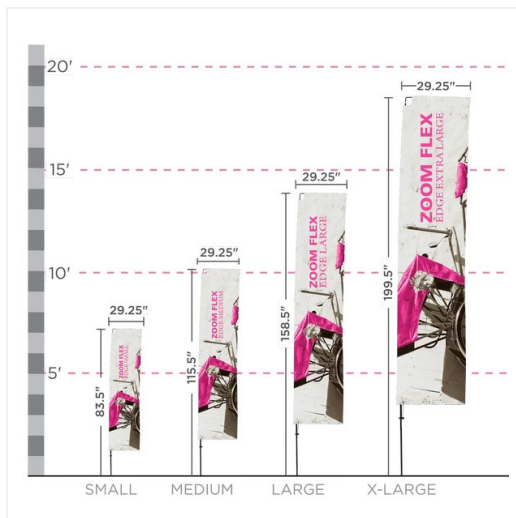
Graphic

Choose a selection...

Qty

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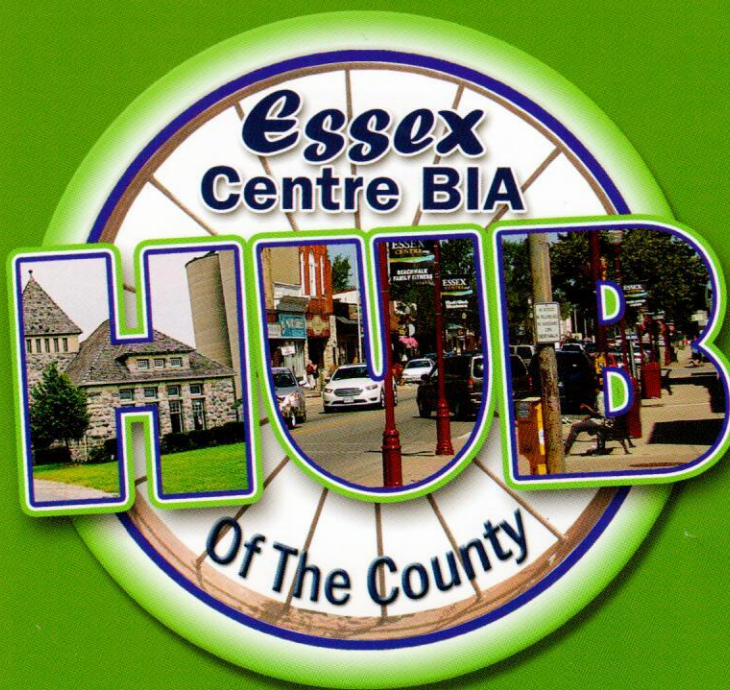
- Can be used in or outdoors
- Full fiber pole allows for great flexibility and durability
- Graphic rotates in wind
- Single and double-sided graphics available
- Hardware includes outdoor ground stake and storage bag
- Additional base options available

More Information

Templates / Instructions

Reviews

*Essex Centre
on the
Move!*



Events

July

Car Show

August

Military Muster

October

Tiny Tots Parade

November

Tree Lighting

December

Christmas Parade