



## Essex Centre BIA Board Meeting Minutes

Tuesday, April 16, 2024, 6:00pm

Location: Essex Centre Sports Complex, 60 Fairview Ave W, Essex, ON in the Shaheen Room.

Accessible formats or communication supports are available upon request. Please contact the Clerk's

Office at [clerks@essex.ca](mailto:clerks@essex.ca) or 519-776-7336 extension 1100 or 1101.

Present: Stephanie Winger, Chair  
Kim Dennison, Vice Chair  
Gregg Laframboise, BIA Board Member  
Andrea Schinkel, BIA Board Member  
Mesba Qasim, BIA Board Treasurer  
Kelly Baillargeon, Coordinator  
Katie McGuire-Blais, Ward 1 Councillor

Also Present: Nelson Silveira, Manager, Economic Development, Town of Essex  
Sherry Bondy, Mayor, Town of Essex

### 1. Call to Order

The Chair called the meeting to order at 6:00pm.

### 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 declarations of conflict of interest noted at this time.

### 4. Adoption of Published Adoption of Published Agenda

#### Essex Centre BIA Board Meeting Agenda for April 16, 2024

##### BIA24-04-001

Moved by K. Dennison

Seconded by G. Laframboise

**That** the published agenda for the April 16, 2024 Essex Centre BIA Board Meeting be adopted as presented.

**Carried**

## 5. Adoption of Minutes

### Essex Centre BIA Board Meeting Minutes for March 19, 2024

#### BIA24-04-002

Moved by G. Laframboise

Seconded by M. Qasim

**That** the minutes of the Essex Centre BIA Board Meeting held March 19, 2024 be adopted as circulated.

**Carried**

## 6. Correspondence

### 6.1. Treasurer's Report

The Board reviewed the attached Treasurer's Report.

### 6.2. Report from Council Representative

Councillor McGuire-Blais provided the following report:

- A new patio policy was submitted to council, which was tabled for a future meeting and BIA Board is encouraged to review the proposed policy and provide feedback in May.;
- It was noted that there is a need for additional garbage receptacles in the downtown core which cost \$1,745 per unit to purchase.;
- The BIA Board is encouraged to schedule a walkthrough of the district to help identify needs, and areas that could use improvements.;
- The Town of Essex will be hosting a Community Clean-Up on Saturday, May 11.;
- The streetscape contractors are currently working on repairing deficiencies from the previous work done this past winter.;
- There is concern with how the newly installed bollards placed on the main street work, and how they can or cannot be removed and moved in order to host street events. An inquiry has been made with the town infrastructure department.

#### BIA24-04-003

Moved by G. Laframboise

Seconded by K. Dennison

**That** the correspondence listed in Agenda Item 6 be received.

**Carried**

## **7. Members**

### **7.1. Member Requests**

We received a request for the BIA to host an open street event similar to Belle River's Stroll the Street event. They are proposing that the event runs with the months of June, July, and/or August.

It was suggested to contact the Town of Essex Infrastructure Department and inquiry about the power source in the downtown street poles. This will allow for businesses and/or vendors to utilize the outdoor space on the sidewalks.

### **7.2. New Businesses/Closing/Change of location**

SX Communications has moved to 14 Victoria Ave. Essex

REC Health & Fitness schedule to move to Talbot Street, South, Essex.

Pet Valu will be expanding into the REC Health & Fitness's current space.

Hometown Cookhouse has scheduled a Ribbon Cutting on April 26 at 11:30am.

Behaviour Essentials Inc. has moved to 8 Talbot Street North, Essex.

Luxury Nails & Spa Essex has opened up at 32 Arther Ave. Unit B, Essex

#### **BIA24-04-004**

Moved by A. Schinkel

Seconded by M. Qasim

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

**Carried**

## **8. Marketing and Promotions**

### **8.1. Spring Downtown Dollar Fall Campaign- May 28**

A campaign banner to be displayed during the sale, has been ordered. It will include a QR code which will direct customers to the updated list of participating businesses.

### **8.2. Mother's and Father's Day Promotion**

The Mother's Day promotion will start in May and the Father's Day promotion will start in June.

### **8.3. Canada Day BIA Collaborative**

The Essex BIA along with eight neighbouring BIAs will be participating in a Canada Day BIA Collaborative giveaway, similar to the Small Business Week Giveaway.

We have invited several BIAs to participate by donating a \$300 prize that will be given away on another participating BIA Facebook page.

Once we have the list of participants, we will send out a posting/sharing schedule and the giveaway advertisement content. This contest will run mid/end of June.

#### **8.4. Website Update**

##### **8.4.1. Board member headshots**

Nicole Wood Photography has offered to take each board member's headshot for \$60 each. This will include 3 images and one edited photo.

##### **8.4.2. Board member BIO**

Each board member has submitted their personal bio to be shared on the refreshed website.

#### **BIA24-04-005**

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. Downtown Essex Hop n' Shop Review**

The event was well attended. The businesses have suggested that another event is hosted this upcoming summer.

##### **9.2. BIA Business Mixer- April 23**

We have sent out the invitations to our members. 30 businesses have responded to date. A final number of guests will be sent to Billy's Taphouse by April 19.

##### **9.3. OBIAA Annual Conference- April 28-May 1**

Kelly is set to attend the annual OBIAA (Ontario Business Improvement Area Association) conference along with 9 other county BIA's in our surrounding area.

##### **9.4. Essex Fun Fest Car Show**

The Essex Fun Fest Committee is planning to host a car show on Friday, June 5 in downtown Essex.

##### **9.5. Soap Box Derby Weekend- August 18**

Kelly has been on contact with Scott Windram, Chairman of the Windsor Essex Soapbox Derby Association and Jake Morassut, Community Services Director, Town of Essex about hosting a Soapbox Derby in downtown Essex on Saturday, August 17, with a rain date of Sunday, August 18, 2024. The Essex BIA will be sponsoring the event.

## 9.6. AGM- November 19

The booking of the Shaheen Room at the Essex Sports Complex for the Annual General Meeting was requested.

### BIA24-04-006

Moved by G. Laframboise

Seconded by K. Dennison

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

Carried

## 10. Beautification

### 10.1. Capital Projects

#### 10.1.1. *My Main Street* Grant Update

No new reports were provided.

### 10.2. Banner Project

The banners are still not printed or ready to be installed at this time.

### BIA24-04-007

Moved by G. Laframboise

Seconded by K. Dennison

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

Carried

## 11. Governance

### 11.1. Constitution Update

No new reports were provided.

### BIA24-04-008

Moved by M. Qasim

Seconded by K. Dennison

**That** the Governance updates listed in Agenda Item 11 be received.

Carried

## 12. Adjournment

**BIA24-04-009**

Moved by K. Dennison

Seconded by G. Laframboise

**That** the meeting be adjourned at 7:31 pm.

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Stephanie Winger – Chair

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Kelly Baillargeon –Recording  
Secretary

2024 Budget vs. 2024 Actual TYD

2024  
Budget

Notes '2024 Budget'

2024  
Actual

REVENUES

Amounts Added to Taxes and Special Levies
43800-Business Improvement Levy (1st)
43800-Business Improvement Levy (2nd) Receive June 2024
43800-Business Improvement Levy Final Adjustments
Total Amounts Added to Taxes and Special Levies

\$	78,000
\$	78,000
\$	156,000

\$	83,102
\$	83,102

Investment and Other Income
49900-Revenue Contribution from Reserve (From 2023)
Total Investment and Other Income


\$	-
\$	-

TOTAL REVENUE

\$	156,000
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\$	83,102
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EXPENSES

External Transfers
55900-Donations Grants
Total External Transfers

\$	500
\$	500

\$	-
\$	-

Salaries, Wages, Benefits and Personal Expenses (BIA Coordinator) 58900
50120-Wages
50500-CPP expense
50510-EI expense
50750-Mileage
Total Salaries, Wages, Benefits and Personal Expenses

\$	28,000
\$	1,400
\$	650
\$	750
\$	30,050

\$	6,966
\$	362
\$	162
\$	-
\$	7,490

Materials and Supplies
51100-Office Supplies
Total Materials and Supplies

\$	1,000
\$	1,000

\$	42
\$	42

51500-Supplies-Memberships and Special Events
Ribbon Cutting/Grand Openings
BIA Downtown Dollars (Spring Campaign)
BIA Downtown Dollars (Moonlight Madness Event)
BIA Downtown Dollars (Winter Campaign)
BIA Downtown Dollars - (Printable materials)
Halloween Parade (Candy & Volunteer Pizza)
Community Tree Lighting (Donation to Salvation Army)
Movie Night (August and October)
Business Excellence Award
OBIAA Annual Membership
OBIAA Annual Mtg, Travel & Ent
Meeting Snacks - Monthly Essex Centre BIA
Working Board Meetings (Dinner and Xmas appreciation)
AGM (Annual General Meeting)
Total Supplies-Memberships and Special Events

\$	500
\$	10,000
\$	500
\$	15,000
\$	1,000
\$	1,250
\$	100
\$	1,000
\$	1,500
\$	300
\$	2,500
\$	500
\$	1,250
\$	1,000
\$	36,400

\$10K BIA spend will give \$50K in bucks!

\$15K BIA spend will give \$75K in bucks!

\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	281
\$	226
\$	48
\$	-
\$	-
\$	556

51820-Specialty Equipment & Capital Projects
<del>Street Scape Xmas Lights-</del>
<del>Murals (Blimeys/Heritage Park)</del>
Industrial Park Signage Updates
Website
Downtown Xmas Lighting - Snow flake fixing, town hall tree lights
BIA Signage/Flag poles
Planters - Fall
Planters - Winter
Total Specialty Equipment & Capital Projects

\$	150
\$	3,000
\$	650
\$	2,000
\$	2,000
\$	11,000
\$	18,800

\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-

53500-Public Relations and Promotions
Swag BIA Print & Promos
Valentines Day (Feb)
St. Patricks Day (Mar)
Easter (Apr)
Mothers Day (May)
Fathers Day (Jun)
Fun Fest Sponsor Sip & Shop, Wine Mixer
Small Business Week
Christmas Parade (Dec)
Santa's Village (Dec)
Soap Box Derby (Aug) Sponsorship
Total Public Relations and Promotions

\$	2,000
\$	600
\$	200
\$	600
\$	1,000
\$	1,000
\$	3,500
\$	350
\$	13,000
\$	3,000
\$	-
\$	25,250

\$	-
\$	563
\$	-
\$	1,000
\$	-
\$	-
\$	-
\$	3,500
\$	-
\$	-
\$	-
\$	1,000
\$	5,063

53510-Advertising
Digital Media - Dine, Shop, Explore Campaign
Digital Media - Business commercial video spots (12 ads, each at \$625)
Digital Media - New Footage and Content for Website
Print Ads - Profiler (12 ads, 1 business per month)
Print Ads - Event Ads, 3 per year)
Social Media Boosting Ads on FB & Instagram
Website Hosting, domain renewal (Oliver Marketing)
Mail Chimp
Adobe License
Essex Food Bank Van Advertising
Canva (graphic design)
Holiday Lights Tour Prizing (Partnership with ACT Committee)
Total Advertising

\$	5,000
\$	9,000
\$	3,000
\$	6,000
\$	1,500.00
\$	1,500.00
\$	200.00
\$	350.00
\$	350.00
\$	300.00
\$	150.00
\$	1,000.00
\$	28,350

\$	3,307
\$	-
\$	-
\$	494
\$	-
\$	-
\$	-
\$	61.45
\$	-
\$	-
\$	-
\$	-
\$	-
\$	3,862

Taxation Adjustments
57320-Tax Write Offs- Charities, Low Inc.
57370- Tax Write Offs- BIA
Tota Taxation Adjustments

\$	-
\$	300
\$	300

\$	-
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Utilities, Insurance and Property Taxes, Miscellaneous Services
54200-Communications-Telephone (Empire, Kelly's phone)
54320-Insurance General
53900-Miscellaneous Services
Total Utilities, Insurance and Property Taxes, Miscellaneous Services

\$	1,000
\$	50
\$	250
\$	1,300

\$	312
\$	-
\$	-
\$	312

TOTAL EXPENSES

\$	141,950
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\$	17,325
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NET INCOME

\$	14,050
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\$	65,778
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RESERVE

RESERVE EARNINGS (UP TO 2023)

Funding Balance of Capital Projects
Total Funding Balance of Capital Projects

\$	128,679
\$	-
\$	128,679

unaudited amount

\$	128,679
\$	-
\$	128,679

BALANCE RESERVE EARNINGS

RUNNING CASH BALANCE  
(INCLUDING RESERVE)

\$	142,729
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\$	194,457
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