



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 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 inquire 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.

Stephanie Winger – Chair

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)	\$ 78,000		\$ 83,102	
43800-Business Improvement Levy (2nd) Receive June 2024	\$ 78,000			
43800-Business Improvement Levy Final Adjustments				
Total Amounts Added to Taxes and Special Levies	\$ 156,000		\$ 83,102	
Investment and Other Income				
49900-Revenue Contribution from Reserve (From 2023)			\$ -	
Total Investment and Other Income			\$ -	
TOTAL REVENUE	\$ 156,000		\$ 83,102	
EXPENSES				
External Transfers				
55900-Donations Grants	\$ 500		\$ -	
Total External Transfers	\$ 500		\$ -	
Salaries, Wages, Benefits and Personal Expenses (BIA Coordinator) 58900				
50120-Wages	\$ 28,000		\$ 6,966	
50500-CPP expense	\$ 1,400		\$ 362	
50510-EI expense	\$ 650		\$ 162	
50750-Mileage	\$ 750		\$ -	
Total Salaries, Wages, Benefits and Personal Expenses	\$ 30,050		\$ 7,490	
Materials and Supplies				
51100-Office Supplies	\$ 1,000		\$ 42	
Total Materials and Supplies	\$ 1,000		\$ 42	
51500-Supplies-Memberships and Special Events				
Ribbon Cutting/Grand Openings	\$ 500		\$ -	
BIA Downtown Dollars (Spring Campaign)	\$ 10,000	\$10K BIA spend will give \$50K in bucks!	\$ -	
BIA Downtown Dollars (Moonlight Madness Event)	\$ 500		\$ -	
BIA Downtown Dollars (Winter Campaign)	\$ 15,000	\$15K BIA spend will give \$75K in bucks!	\$ -	
BIA Downtown Dollars - (Printable materials)	\$ 1,000		\$ -	
Halloween Parade (Candy & Volunteer Pizza)	\$ 1,250		\$ -	
Community Tree Lighting (Donation to Salvation Army)	\$ 100		\$ -	
Movie Night (August and October)	\$ 1,000		\$ -	
Business Excellence Award	\$ 1,500		\$ -	
OBIAA Annual Membership	\$ 300		\$ 281	
OBIAA Annual Mtg, Travel & Ent	\$ 2,500		\$ 226	
Meeting Snacks - Monthly Essex Centre BIA	\$ 500		\$ 48	
Working Board Meetings (Dinner and Xmas appreciation)	\$ 1,250		\$ -	
AGM (Annual General Meeting)	\$ 1,000		\$ -	
Total Supplies-Memberships and Special Events	\$ 36,400		\$ 556	
51820-Specialty Equipment & Capital Projects				
Street Scape Xmas Lights-				
Murals (Blimeys/Heritage Park)				
Industrial Park Signage Updates	\$ 150		\$ -	
Website	\$ 3,000		\$ -	
Downtown Xmas Lighting - Snow flake fixing, town hall tree lights	\$ 650		\$ -	
BIA Signage/Flag poles	\$ 2,000		\$ -	
Planters - Fall	\$ 2,000		\$ -	
Planters - Winter	\$ 11,000		\$ -	
Total Specialty Equipment & Capital Projects	\$ 18,800		\$ -	
53500-Public Relations and Promotions				
Swag BIA Print & Promos	\$ 2,000		\$ -	
Valentines Day (Feb)	\$ 600		\$ 563	
St. Patricks Day (Mar)	\$ 200		\$ -	
Easter (Apr)	\$ 600		\$ 1,000	
Mothers Day (May)	\$ 1,000		\$ -	
Fathers Day (Jun)	\$ 1,000		\$ -	
Fun Fest Sponsor Sip & Shop, Wine Mixer	\$ 3,500		\$ 3,500	
Small Business Week	\$ 350		\$ -	
Christmas Parade (Dec)	\$ 13,000		\$ -	
Santa's Village (Dec)	\$ 3,000		\$ -	
Soap Box Derby (Aug) Sponsorship	\$ -		\$ 1,000	
Total Public Relations and Promotions	\$ 25,250		\$ 5,063	
53510-Advertising				
Digital Media - Dine, Shop, Explore Campaign	\$ 5,000		\$ 3,307	
Digital Media - Business commercial video spots (12 ads, each at \$625)	\$ 9,000		\$ -	
Digital Media - New Footage and Content for Website	\$ 3,000		\$ -	
Print Ads - Profiler (12 ads, 1 business per month)	\$ 6,000		\$ 494	
Print Ads - Event Ads, 3 per year	\$ 1,500.00		\$ -	
Social Media Boosting Ads on FB & Instagram	\$ 1,500.00		\$ -	
Website Hosting, domain renewal (Oliver Marketing)	\$ 200.00		\$ -	
Mail Chimp	\$ 350.00		\$ 61.45	
Adobe License	\$ 350.00		\$ -	
Essex Food Bank Van Advertising	\$ 300.00		\$ -	
Canva (graphic design)	\$ 150.00		\$ -	
Holiday Lights Tour Prizing (Partnership with ACT Committee)	\$ 1,000.00		\$ -	
Total Advertising	\$ 28,350		\$ 3,862	
Taxation Adjustments				
57320-Tax Write Offs- Charities, Low Inc.	\$ -		\$ -	
57370- Tax Write Offs- BIA	\$ 300		\$ -	
Total Taxation Adjustments	\$ 300		\$ -	
Utilities, Insurance and Property Taxes, Miscellaneous Services				
54200-Communications-Telephone (Empire, Kelly's phone)	\$ 1,000		\$ 312	
54320-Insurance General	\$ 50		\$ -	
53900-Miscellaneous Services	\$ 250		\$ -	
Total Utilities, Insurance and Property Taxes, Miscellaneous Services	\$ 1,300		\$ 312	
TOTAL EXPENSES	\$ 141,950		\$ 17,325	
NET INCOME	\$ 14,050		\$ 65,778	
RESERVE	RESERVE EARNINGS (UP TO 2023)	\$ 128,679	unaudited amount	\$ 128,679
	Funding Balance of Capital Projects			
	Total Funding Balance of Capital Projects	\$ -		\$ -
BALANCE RESERVE EARNINGS	\$ 128,679		\$ 128,679	
RUNNING CASH BALANCE (INCLUDING RESERVE)	\$ 142,729		\$ 194,457	