



Essex Centre BIA Board Meeting Minutes

Wednesday, May 29, 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
Kelly Baillargeon, Coordinator
Katie McGuire-Blais, Ward 1 Councillor

Also Present: Nelson Silveira, Manager, Economic Development, Town of Essex
Ashley Colarossi, HV & Co. Owner

Regrets: Mesba Qasim, BIA Board Treasurer

1. Call to Order

The Chair called the meeting to order at 6.01pm.

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 May 29, 2024

BIA24-05-001

Moved by K. Dennison

Seconded by G. Laframboise

That the published agenda for the May 29, 2024 Essex Centre BIA Board Meeting be adopted as presented.

Carried

5. Adoption of Minutes

Essex Centre BIA Board Meeting Minutes for April 16, 2024

BIA24-05-002

Moved by G. Laframboise

Seconded by K. Dennison

That the minutes of the Essex Centre BIA Board Meeting held April 16, 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:

- The Town of Essex Council scheduled a walkthrough of the downtown streetscape for review;
 - The council conveyed their dissatisfaction with the current positioning of the bollards, highlighting the challenges it poses for parking and vehicle access. Some also emphasized that they were under the impression that the bollards would be removable, creating a *flex street* for future sidewalk events.;
 - A test project has been planned which will help to identify possible economical improvements/changes to the bollards.;
 - It was noted that the council wishes to have the downtown sound system reinstalled. Currently, the poles lack consistent electrical power necessary to operate the system.;
 - It was noted that the downtown district could benefit from additional garbage receptacles. There is a possibility of refurbishing the existing receptacles to save costs.;
 - It was observed that there is a significant amount of cigarette butts in front of the downtown businesses. It was suggested that receptacles are installed which could be attached to the garbage receptacles to save space and funds.
- Council plans to amend the current proposed patio policy, creating a more cost-effective plan for businesses.

BIA24-05-003

Moved by G. Laframboise

Seconded by A. Schinkel

That the correspondence listed in Agenda Item 6 be received.

Carried

7. Members

7.1. Member Requests

Ms. Colarossi from HV & Co has requested an Open Streets Market style event to be hosted in July, August, and September. These events are suggested to be scheduled for the first Saturday of each month, spanning three months. The concept entails vendors lining the main street alongside live entertainment to attract a broader audience. Drawing from experience with similar events, she suggested a duration of 4-5 hours. Suitable time slots could be either 12-4 PM or 3-7 PM. However, open to feedback regarding the exact hours and can gather input from other local businesses to expedite the process.

Ms. Semperger from Essex Stained Glass Art Studio has requested a *Downtown Dollar* program redemption report. Essex Stained Glass Art Studio is currently not a participant of the program.

RBC Essex Branch provided the 2023 bank statements and a report has been created. This report will be shared with the membership.

7.2. New Businesses/Closing/Change of location

Talbot Street Pharmacy has opening at 2 Talbot Street South Essex.

BIA24-05-004

Moved by A. Schinkel

Seconded by G. Laframboise

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 Review

RBC Essex branch hosted our spring campaign on Tuesday, May 28 at 10am. The entire \$50,000 worth of downtown dollars were sold by 11am.

Most customers purchased between \$300-\$500 worth of downtown dollars.

We welcomed two new locations to the program; Hometown Cookhouse and The Broeckel Clinic.

8.2. Father's Day Promotion

The Father's Day promotion will begin on June 8, 2024.

8.3. Canada Day BIA County Collaborative

Kelly is scheduled to meet with the participating BIA's on June 5 to discuss the promotion details.

8.4. Website Updates

No updates presented.

BIA24-05-005

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. BIA Business Mixer- April 23 Review

The Mixer was hosted on Tuesday, April 23 at Billy's Taphouse, Essex.

- 42 business owners and staff attended.
- We surveyed the fellow participants which revealed recurring challenges for our small businesses:
 - Insufficient exposure
 - Competition from big box stores
 - Difficulty in finding quality staff
 - Rising lease costs
 - Impact of inflation
- Consensus on leveraging short commute to Essex to attract out-of-town customers
- Interest in more business mixers and networking events for collaboration and support
- Suggestions:
 - Increase frequency of Downtown Dollars offerings
 - Boost presence of Business Improvement Area (BIA) through regular walkthroughs
 - Need for small grants to support advertising efforts, including TV and radio ads
- Improvement ideas:
 - Consider larger venue for mixers
 - Advocate to town for greater support, including downtown events and markets with food trucks

Kelly had a discussion with Brenkos regarding hosting an upcoming mixer.

9.2. OBIAA Annual Conference

Kelly attended the Ontario Business Improvement Area Association Annual Conference on April 28-May 1.

9.3. Essex Fun Fest Car Show- July 5

The Essex Fun Fest is bringing back the Annual Car Show in downtown Essex on Friday, July 5, 2024, from 4:30 pm to 8:00 pm on Talbot Street North.

Businesses are encouraged to extend hours and host sidewalk sales as the streets will be closed.

9.4. Soap Box Derby Weekend- August 18

Windsor-Essex Soapbox Derby Association (WESDA) will be hosting an Essex Centre Soapbox Derby on August 17, 2024, from 9:00am-4:00pm.

It was suggested to contact the Optimus Club to host a barbeque during the event.

Businesses are encouraged to extend hours and host sidewalk sales as the streets will be closed.

BIA24-05-006

Moved by G. Laframboise

Seconded by K. Dennison

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

Carried

10. Beautification

10.1. *My Main Street* Grant Update

No update provided.

10.2. Banner Project

It was noted that the banners will be erected starting in mid June.

A banner policy was requested.

10.3. Christmas Lights

The BIA Board is presently in the stage of estimating costs for new Christmas lighting to substitute the existing snowflakes. The board will be seeking guidance from the Town of Essex infrastructure department. The intention is to have the replacements installed by winter 2024.

10.4. Downtown Parkette

The vacant property at 49 Talbot Street North has been recognized as a visual blight due to the empty green space. A recommendation to reach out to the property owner to explore alternative solutions was proposed.

Several suggestions were made, including creating a sitting area, adding visual interest, incorporating turf, and displaying promotional banners.

BIA24-05-007

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 Review

No new reports were provided.

BIA24-05-008

Moved by A. Schinkel

Seconded by K. Dennison

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

Carried

12. New Business

A suggestion was made to review the monthly meeting dates due to conflicts with board member availability and the scheduled renovations of the Essex Sports Complex Shaheen room. The discussion was postponed until the June meeting.

The Next BIA Board meeting is scheduled to be held on June 19 at 6:00pm at the Libro Credit Union Essex Branch community centre office at 147 Talbot Street North, Essex.

13. Adjournment

BIA24-05-009

Moved by K. Dennison

Seconded by G. Laframboise

That the meeting be adjourned at 8:00 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

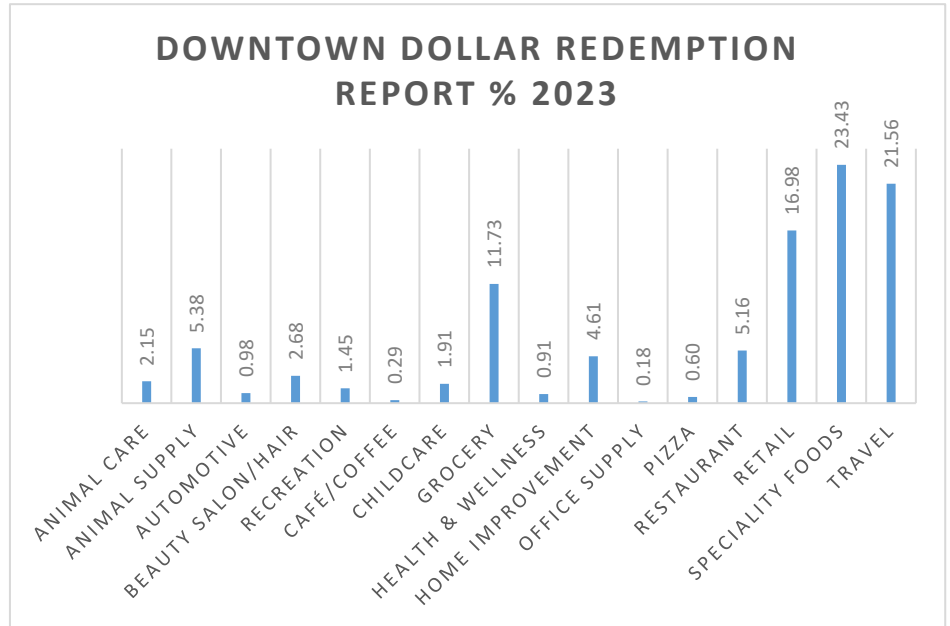
EXPENSES

External Transfers		
55900-Donations Grants	\$ 500	\$ -
Total External Transfers	\$ 500	\$ -
Salaries, Wages, Benefits and Personal Expenses (BIA Coordinator) 58900		
50120-Wages	\$ 28,000	\$ 9,177
50500-CPP expense	\$ 1,400	\$ 474
50510-EI expense	\$ 650	\$ 213
50750-Mileage	\$ 750	\$ 203
Total Salaries, Wages, Benefits and Personal Expenses	\$ 30,050	\$ 9,864
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	\$ 14,500
BIA Downtown Dollars (Spring Campaign)	\$ 10,000	\$ 10,000
BIA Downtown Dollars (Moonlight Madness Event)	\$ 500	\$ -
BIA Downtown Dollars (Winter Campaign)	\$ 15,000	\$ -
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	\$ 25,056
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	\$ 7,416
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	\$ 12,479
53510-Advertising		
Digital Media - Dine, Shop, Explore Campaign	\$ 5,000	\$ 9,111
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	\$ 9,666
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	\$ 316
54320-Insurance General	\$ 50	\$ -
53900-Miscellaneous Services	\$ 250	\$ -
Total Utilities, Insurance and Property Taxes, Miscellaneous Services	\$ 1,300	\$ 316
TOTAL EXPENSES	\$ 141,950	\$ 57,423
NET INCOME	\$ 14,050	\$ 25,679
RESERVE		
RESERVE EARNINGS (UP TO 2023)	\$ 128,679 <small>unaudited amount</small>	\$ 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	\$ 154,358

Downtown Dollar Program Redemption Report 2023

Total \$ Amount Redeemed in 2023 = \$78,740

Business Category	Total %
Animal Care	2.15
Animal Supply	5.38
Automotive	0.98
Beauty Salon/Hair	2.68
Recreation	1.45
Café/Coffee	0.29
Childcare	1.91
Grocery	11.73
Health & Wellness	0.91
Home Improvement	4.61
Office Supply	0.18
Pizza	0.60
Restaurant	5.16
Retail	16.98
Speciality Foods	23.43
Travel	21.56
Total %	<u>100.00</u>



Business Redemption- 40 Locations redeemed in 2023