



## Essex Centre BIA Board Meeting Minutes

Wednesday, June 19, 2024, 6:00pm

Location: Libro Credit Union Community Room, 147 Talbot Street N Essex, ON.

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  
Gregg Laframboise, BIA Board Member  
Andrea Schinkel, BIA Board Member  
Mesba Qasim, BIA Board Treasurer  
Kelly Baillargeon, Coordinator  
Katie McGuire-Blais, Ward 1 Councillor

Regrets: Kim Dennison, Vice Chair  
Nelson Silveira, Manager, Economic Development, Town of Essex

### 1. Call to Order

The Chair called the meeting to order at 6.10 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 declarations of conflict of interest noted at this time.

### 4. Adoption of Published Agenda

#### 4.1. Essex Centre BIA Board Meeting Agenda for June 19, 2024

##### BIA24-06-001

Moved by M. Qasim

Seconded by G. Laframboise

**That** the published agenda for the June 19, 2024 Essex Centre BIA Board Meeting be adopted as presented.

**Carried**

## 5. Adoption of Minutes

### 5.1. Essex Centre BIA Board Meeting Minutes for May 29, 2024

**BIA24-06-002**

Moved by G. Laframboise

Seconded by M. Qasim

**That** the minutes of the Essex Centre BIA Board Meeting held May 29, 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:

- Victoria Avenue between Day Street and South Talbot Road will be completely closed for milling and paving from June 25 to July 9, 2024;
- The Town of Essex has approved the Essex Centre Street Fest Committee to host street parties in July, August and September with a possible October date;
- There is a request for a committee to be formed to plan and discuss the Essex Sports Complex and future Heritage Park Amphitheatre project;
- The Fun Fest Sip n' Shop is over 70% sold out.

**BIA24-06-003**

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. Semperger from Essex Stained Glass Art Studio has suggested a re-evaluation of the Downtown Dollar program, citing concerns that it does not equally benefit all BIA members. Essex Stained Glass Art Studio is currently not participating in the program.

Torch Family Fitness is hosting a Ribbon Cutting on Saturday, June 22 at 12:00pm and has requested the representation of the BIA Board of Directors.

Talbot Street Pharmacy is hosting a Ribbon Cutting on Saturday, June 23 at 11:00am and has requested the representation of the BIA Board of Directors.

Ms. Colarossi from H.V. & Co. has assembled an Essex Centre Street Fest event committee seeking guidance and sponsorship for the event. The committee plans to present its proposal at the July board meeting for consideration regarding a potential partnership.

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

No changes were reported.

#### **BIA24-06-004**

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. Father's Day Promotion Review

The promotion reached 1800 people on our social media platforms.

Winners were advised to collect their prize at Torch Family Fitness.

### 8.2. Canada Day BIA County Collaborative

We have partnered with 5 other local BIA's to host a Canada Day giveaway which will start on June 24 and run until June 28. Winners will be announced on July 1, 2024.

**BIA24-06-005**

Moved by G. Laframboise

Seconded by M. Qasim

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

**Carried**

**9. Events**

**9.1. Fun Fest Sip n' Shop- July 4**

Event tickets are \$35 in advance; \$40 at the door. The event is 70% sold out.

Ticket includes admission into the event, and Essex BIA branded wine tumblers to first 500 through the entrance gates, wine samplings, charcuterie bowls provided by Schinkels Meat Market, Essex BIA Sip 'N Shop tote bags, live entertainment and a chance to win numerous door prizes.

Up to \$10 of every ticket purchased will go directly to Community Living Essex County.

**9.2. Essex Fun Fest Car Show- July 5**

This is a free event coordinated by the Essex Fun Fest committee. Attendees are encouraged to wander the streets, delight in live music, and take advantage of extended hours at downtown establishments. Main street businesses were offered the opportunity to keep the front of their stores clear for sidewalk sale merchandise.

**9.3. Soap Box Derby Weekend- August 17**

Optimist Club of Essex in partnership with the local Boy Scouts will be hosting a BBQ.

The Arts, Culture and Tourism committee of the Town of Essex will be hosting family friendly game and activities in Heritage Park.

Main street businesses are encouraged to take the opportunity to host a sidewalk or special during the closed street event.

**BIA24-06-006**

Moved by G. Laframboise

Seconded by M. Qasim

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

**Carried**

## 10. Beautification

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

No update was provided.

### 10.2. Banner Project

No update was provided.

### 10.3. Christmas Lights

Gregg and Kelly met with Kevin Girard, Director, Infrastructure Services, Norm Nussio, Manager, Operations and Drainage, and Al Diemer, Road Superintendent to discuss the downtown Essex Centre Christmas lighting.

Mr. Diemer is to provide specific quantities and options for lighting placement in a follow-up. Several challenges and considerations must be addressed before placing an order, including various pole heights, different planter and banner hardware, and parking signage that requires careful consideration.

He also recommended reaching out to Dave Varney for a potential quote.

It was suggested that the committee look into selling the existing lights.

### 10.4. Downtown Parkette

The Essex BIA will seek information regarding the contact details of the property owner of 49 Talbot Street North. An idea to create a sitting area or parkette in the unused and unkept green space was discussed.

#### **BIA24-06-007**

Moved by G. Laframboise

Seconded by M. Qasim

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

**Carried**

## 11. Governance

### 11.1. Constitution Review

No Update was provided.

**BIA24-06-008**

Moved by G. Laframboise

Seconded by M. Qasim

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

**Carried**

**12. New Business**

Mr. Morassut, Director, Community Services reached out to gauge the interest of the Essex BIA Board of Directors about the design phase of the proposed amphitheatre in Heritage Park. The expected cost for the design phase is approximately \$50k which will be presented at the upcoming Town of Essex budget deliberations.

Mr. Morassut contacted the Essex BIA Board of Directors to assess their interest in the design phase of the proposed amphitheatre in Heritage Park. The anticipated cost for this phase is around \$50,000, and it will be formally proposed during the upcoming Town of Essex budget deliberations.

**BIA24-06-009**

Moved by G. Laframboise

Seconded by M. Qasim

**That** the Essex BIA support the design phase of the proposed amphitheatre in the amount of \$25,000.

**Carried**

It was proposed to establish a subcommittee to coordinate the upcoming Annual General Meeting scheduled for November. The subcommittee will address topics such as business member milestone awards, catering options, meeting agenda, and format.

The committee has faced difficulties with summer meeting schedules. It has been proposed to reschedule the July meeting to Wednesday, July 17th at 7am and to cancel the August meeting, with meetings set to resume in September.

**13. Adjournment**

**BIA24-06-009**

Moved by A. Schinkel

Seconded by M. Qasim

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

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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)	\$ 78,000	\$ 83,102
43800-Business Improvement Levy (2nd) Receive June 2024	\$ 78,000	
43800-Business Improvement Levy Final Adjustments		
<b>Total Amounts Added to Taxes and Special Levies</b>	<b>\$ 156,000</b>	<b>\$ 83,102</b>
Investment and Other Income		
49900-Revenue Contribution from Reserve (From 2023)		\$ -
<b>Total Investment and Other Income</b>		<b>\$ -</b>
<b>TOTAL REVENUE</b>	<b>\$ 156,000</b>	<b>\$ 83,102</b>

**EXPENSES**

External Transfers		
55900-Donations Grants	\$ 500	\$ -
<b>Total External Transfers</b>	<b>\$ 500</b>	<b>\$ -</b>
Salaries, Wages, Benefits and Personal Expenses (BIA Coordinator) 58900		
50120-Wages	\$ 28,000	\$ 11,969
50500-CPP expense	\$ 1,400	\$ 620
50510-EI expense	\$ 650	\$ 278
50750-Mileage	\$ 750	\$ 268
<b>Total Salaries, Wages, Benefits and Personal Expenses</b>	<b>\$ 30,050</b>	<b>\$ 12,867</b>
Materials and Supplies		
51100-Office Supplies	\$ 1,000	\$ 42
<b>Total Materials and Supplies</b>	<b>\$ 1,000</b>	<b>\$ 42</b>
51500-Supplies-Memberships and Special Events		
Ribbon Cutting/Grand Openings	\$ 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	\$ -
<b>Total Supplies-Memberships and Special Events</b>	<b>\$ 36,400</b>	<b>\$ 10,556</b>
51820-Specialty Equipment & Capital Projects		
Industrial Park Signage Updates	\$ 150	\$ -
Amphitheatre	\$ -	\$ -
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	\$ -
<b>Total Specialty Equipment &amp; Capital Projects</b>	<b>\$ 18,800</b>	<b>\$ -</b>
53500-Public Relations and Promotions		
Swag BIA Print & Promos	\$ 2,000	\$ 3,977
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
<b>Total Public Relations and Promotions</b>	<b>\$ 25,250</b>	<b>\$ 9,040</b>
53510-Advertising		
Digital Media - Dine, Shop, Explore Campaign	\$ 5,000	\$ 3,639
Digital Media - Business commercial video spots (12 ads, each at \$625)	\$ 9,000	\$ 636
Digital Media - New Footage and Content for Website	\$ 3,000	\$ 427
Print Ads - Profiler (12 ads, 1 business per month)	\$ 6,000	\$ 1,975
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	\$ 320.54
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	\$ -
<b>Total Advertising</b>	<b>\$ 28,350</b>	<b>\$ 7,059</b>
Taxation Adjustments		
57320-Tax Write Offs- Charities, Low Inc.	\$ -	\$ -
57370- Tax Write Offs- BIA	\$ 300	\$ -
<b>Total Taxation Adjustments</b>	<b>\$ 300</b>	<b>\$ -</b>
Utilities, Insurance and Property Taxes, Miscellaneous Services		
54200-Communications-Telephone (Empire, Kelly's phone)	\$ 1,000	\$ 320
54320-Insurance General	\$ 50	\$ -
53900-Miscellaneous Services	\$ 250	\$ -
<b>Total Utilities, Insurance and Property Taxes, Miscellaneous Services</b>	<b>\$ 1,300</b>	<b>\$ 320</b>
<b>TOTAL EXPENSES</b>	<b>\$ 141,950</b>	<b>\$ 39,884</b>
<b>NET INCOME</b>	<b>\$ 14,050</b>	<b>\$ 43,218</b>
<b>RESERVE EARNINGS (UP TO 2023)</b>	<b>\$ 128,679</b>	<b>\$ 128,679</b>
Funding Balance of Capital Projects		
Total Funding Balance of Capital Projects	\$ -	\$ -
<b>BALANCE RESERVE EARNINGS</b>	<b>\$ 128,679</b>	<b>\$ 128,679</b>
<b>RUNNING CASH BALANCE (INCLUDING RESERVE)</b>	<b>\$ 142,729</b>	<b>\$ 171,897</b>

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

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

unaudited amount

**RESERVE**