



## Essex Centre BIA Board Meeting Minutes

Wednesday, July 17, 2024, 7:00am

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

Also Present: Ashley Colarossi, HV & Co.  
Kate Nussio, Rock-A-Bye Baby Boutique  
Krista Sweet, FATE

Absent: Nelson Silveira, Manager, Economic Development, Town of Essex

### 1. Call to Order

The Chair called the meeting to order at 7:07am.

### 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

### 4. Adoption of Published Agenda

#### 4.1. Essex Centre BIA Board Meeting Agenda for July 17, 2024

**BIA24-07-001**

Moved by M. Qasim

Seconded by G. Laframboise

**That** the published agenda for the July 17, 2024 Essex Centre BIA Board Meeting be adopted as presented.

**Carried**

## **5. Adoption of Minutes**

### **5.1. Essex Centre BIA Board Meeting Minutes for June 19, 2024**

**BIA24-07-002**

Moved by G. Laframboise

Seconded by M. Qasim

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

**Carried**

## **6. Correspondence**

### **6.1. Treasurer's Report**

No treasurers' report was presented.

### **6.2. Report from Council Representative**

Councillor McGuire-Blais provided the following report:

- The Town of Essex announced the latest commercial vacancy rate of 4.6%, down from 11% in 2019, highlighting the positive impact of downtown Essex Streetscape and beautification investments on this reduction;
- The Town Council is striving to minimize the tax increase for 2025;
- The former Homeware building has been acquired and rezoned for residential purposes. A seven-story condominium will be constructed, with construction scheduled to commence in September.

**BIA24-07-003**

Moved by M. Qasim

Seconded by K. Dennison

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

**Carried**

## **7. Public Presentations**

### **7.1. Essex Centre Street Fest Committee; Ashley Colarossi, HV & Co., Kate Nussio, Rock-A-Bye Baby Boutique, and Krista Sweet, FATE**

Re: Request for Sponsorship

The Essex Centre Streetfest Committee is seeking support from the BIA Board in the amount of \$2,500. These funds will be used for entertainment, event supplies, advertising and promotion.

**BIA24-07-004**

Moved by A. Schinkel  
Seconded by G. Laframboise

**That** the BIA Board will sponsor the Street Fest, allocating \$1,000 for entertainment and \$500 for each of September, October, and November, totaling \$2,500.

**Carried**

## **8. Members**

### **8.1. Member Requests**

A concern was brought up regarding the removal of a street bench originally located in front of Holy Name Church that was frequently used. The Parks and Facilities manager was informed and subsequently replaced the bench.

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

No new businesses or location changes were identified.

#### **BIA24-07-005**

Moved by A. Schinkel  
Seconded by G. Laframboise

**That** the Member Updates listed in Agenda Item 8 be received.

**Carried**

## **9. Marketing and Promotions**

### **9.1. Canada Day BIA County Collaborative Review**

The Essex BIA partnered with the Tecumseh, Kingsville, Downtown Windsor, Tilbury and Leamington BIA's to host a Canada Day social media giveaway which ran from June 24 to July 1. Winners were randomly selected and prizes were delivered. This promotion reached 2,400 viewers and increased the Essex BIA Facebook page followers by 158.

#### **BIA24-07-006**

Moved by A. Schinkel  
Seconded by G. Laframboise

**That** the Marketing and Promotions updates listed in Agenda Item 9 be received.

**Carried**

## 10. Events

### 10.1. Fun Fest Sip n' Shop

The Sip n' Shop event was a sold-out event. All 600 tickets were sold and another several tickets were sold at the door.

The general consensus was that the event was successful. An issue noted was the absence of shopping vendors. Two Essex BIA membered businesses initially committed to participating but withdrew at the last moment. It was proposed that requiring a deposit could guarantee full attendance and that opening the opportunity to outside vendors could fill any gaps.

### 10.2. Essex Fun Fest Car Show

Over 133 cars participated in the Essex Fun Fest Car Show on Friday, July 6.

The Planning Committee intends to expand the event area and include more cars. It was observed that the restaurants and food vendors were profitable, but foot traffic into the retail stores was minimal.

### 10.3. Soap Box Derby Weekend- August 17

Optimist Club of Essex in partnership with the local Boy Scouts will be hosting a BBQ. Schinkels has offered their storefront space under the condition that supplies are purchased from Schinkels at a wholesale rate.

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.

### 10.4. AGM - November 19

There was a suggestion to reschedule the Annual General Meeting to another day due to a conflicting event. The 73's Hockey team will be playing at the Centre Sports Complex on that day.

Additionally, it was proposed to establish a subcommittee to organize the event.

**BIA24-07-007**

Moved by K. Dennison

Seconded by A. Schinkel

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

**Carried**

## 11. Beautification

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

It was mentioned that the grant was denied.

### **11.2. Banner Project**

The Board did not receive an update. It was mentioned that several banners have been erected since the last meeting, differing in size and design from what was previously discussed. Kelly is to reach out for clarification.

### **11.3. 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.

### **11.4. 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.

**BIA24-07-008**

Moved by A. Schinkel

Seconded by G. Laframboise

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

**Carried**

## **12. New Business**

It was suggested that a Mix & Mingle event be scheduled for September and hosted at Brenko's House of Pizza.

There was a suggestion to consider installing a fence at the opening between the G.O.A.T. Tae Kwon Do and the Talbot Street Pharmacy to improve the view.

It was proposed that the BIA should advocate for the Town of Essex to mandate business registration for both new and existing businesses. Registering a business offers numerous benefits, such as official recognition, access to resources, networking opportunities, marketing and promotional support, as well as advocacy and representation, all of which can assist businesses with support from the town and the BIA.

The Woodslee Baseball Association is seeking signage sponsorship from the BIA board in the amount of \$200 annually, with a 5-year commitment. A revised sign is necessary, and the association would deduct \$150 from the total commitment to help cover the signage expenses.

**BIA24-07-009**

Moved by A. Schinkel  
Seconded by G. Laframboise

**That** the BIA Board will sponsor The Woodslee Baseball Association, allocating \$200 per year, for five years for prominently displaying Essex BIA signage in the Woodslee Baseball fields.

**Carried**

### **13. Adjournment**

**BIA24-07-010**

Moved by A. Schinkel  
Seconded by G. Laframboise

**That** the meeting be adjourned at 8:50am.

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Stephanie Winger – Chair

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Kelly Baillargeon –Recording Secretary