



Essex Centre BIA Board Meeting Minutes

Wednesday, January 15, 2025, 6:00pm

Location: Essex Centre Sports Complex, 60 Fairview Ave W, Essex, ON

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

Also Present: RaeAnn Schroeder, Economic Development and Business Relations, Town of Essex

Regrets: Mesba Qasim, BIA Board Treasurer

1. Call to Order

The Chair called the meeting to order at 6:03 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

4. Adoption of Published Agenda

4.1. Essex Centre BIA Board Meeting Agenda for January 15, 2025

BIA25-01-001

Moved by A. Schinkel

Seconded by G. Laframboise

That the published agenda for the January 15, 2025 Essex Centre BIA Board Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1. Essex Centre BIA Board Meeting Minutes for October 16, 2024

BIA25-01-002

Moved by A. Schinkel

Seconded by G. Laframboise

That the minutes of the Essex Centre BIA Board Meeting held October 16, 2024 be adopted as circulated.

Carried

6. Correspondence

6.1. Treasurer's Report- 2025 Budget Review

The 2025 proposed budget is attached.

6.2. Report from Council Representative

Councillor McGuire-Blais provided the following report:

- The Town Council has approved the proposed 2025 budget.

BIA25-01-003

Moved by A. Schinkel

Seconded by G. Laframboise

That the Correspondence listed in Agenda Item 6 be received.

Carried

7. Appointment to the Board of Directors

7.1. Nomination of the Board Chair

BIA25-01-004

Moved by A. Schinkel

Seconded by K. Dennison

That Stephanie Winger be appointed as Board Chair.

Carried

7.2. Nomination of the Vice-Chair

BIA25-01-005

Moved by A. Schinkel

Seconded by G. Laframboise

That Kim Dennison be appointed as Vice-Chair.

Carried

7.3. Nomination of Treasurer

BIA25-01-006

Moved by A. Schinkel

Seconded by G. Laframboise

That Mesba Qasim be appointed as Treasurer.

Carried

8. Members

8.1. Member Requests

No requests were brought forth.

8.2. New Businesses/Closing/Change of location

Big Daddy's Cheesecake Co. opened its doors at 131 Talbot St N, Essex.

Lola's Round Table is moving locations from 41 Talbot St N to 69 Talbot St N, Essex.

Tailgater's Sports Bar is changing ownership.

Willowmore Creative Co. opened at 2 Talbot St S Unit#4, Essex.

Just Plus of Essex permanently closed.

BIA25-01-007

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. Essex Centre Streetfest Sponsorship Review

The Streetfest committee has been invited to attend an upcoming meeting to discuss the past event success, areas of improvement and proposed dates for 2025.

9.2. Moonlight Madness Event Review

The event was negatively impacted by poor weather conditions and a decline in participating businesses.

9.3. Santa's Village & Market Sponsorship Review

The extremely cold weather significantly limited attendance, discouraging people from staying for extended periods to shop and enjoy the festivities.

9.4. Essex BIA Santa Claus Parade Sponsorship Review

No review was provided.

BIA25-01-008

Moved by A. Schinkel

Seconded by G. Laframboise

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

Carried

10. Marketing, Promotions & Social Media

10.1. *Neighbours* Magazine Campaign

The Essex publication has not been produced.

10.2. Produced commercials

No updates to report.

10.3. Monthly Business Profiler

The business profiler will continue for 2025. Additionally, the new businesses participating in a ribbon-cutting ceremony will receive both an advertisement and a feature story.

BIA25-01-009

Moved by A. Schinkel

Seconded by G. Laframboise

That the Marketing, Promotions and Social Media updates listed in Agenda Item 10 be received.

Carried

11. Beautification

11.1. Christmas Display Project Update

It was noted that there are several displays that are not in working order.

11.2. Downtown Parkette

It was suggested that a subcommittee be established to develop a plan.

11.3. 2 Talbot Street South Unit 1

The property owner has requested the fence include a gate to maintain access to the rear of the property.

BIA25-01-010

Moved by A. Schinkel

Seconded by G. Laframboise

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

Carried

12. Management & Operations

12.1. 2025 Meeting schedule

The meeting schedule has been confirmed and forward to the Town of Essex.

12.2. Board Member recruitment

Joshua Girard, owner of Josh's No Frills stated that he will be submitting an application to join the board.

BIA25-01-011

Moved by A. Schinkel

Seconded by G. Laframboise

That the Management and Operations updates listed in Agenda Item 12 be received.

Carried

13. New Business

Kim Dennison will be attending the OBIAA Annual Conference on behalf of the board.

Kelly Baillargeon will be attending the Windsor Essex Chamber Breakfast on January 29.

The Essex Annual Train Show requested sponsorship in the amount of \$500.

BIA25-01-012

Moved by A. Schinkel

Seconded by G. Laframboise

That The Essex Annual Train Show be sponsored in the amount of \$500.

Carried

A request was put forth that the Board purchase of designated laptop for the BIA to support its operations and administrative needs.

BIA25-01-013

Moved by A. Schinkel

Seconded by G. Laframboise

That a designated laptop be purchased in the amount of \$1,000.

Carried

14. Adjournment

BIA25-01-012

Moved by A. Schinkel

Seconded by G. Laframboise

That the meeting be adjourned at 7:27pm.

Stephanie Winger – Chair

Kelly Baillargeon –Recording Secretary

Essex Centre - BIA (Costing Centre 720)

**2025
Budget**

REVENUES

Amounts Added to Taxes and Special Levies	
43800-Business Improvement Levy (1st)	\$ 86,000.00
43800-Business Improvement Levy (2nd)	\$ 86,000.00
43800-Business Improvement Levy Final Adjustments	
Total Amounts Added to Taxes and Special Levies	\$ 172,000.00
Investment and Other Income	
49900-Revenue Contribution from Reserve	
47800-Miscellaneous Revenue	
48500-Donations	
Total Investment and Other Income	
TOTAL REVENUE	\$ 172,000.00

EXPENSES

External Transfers	
55900-Donations Grants	
Tree Lighting, Salvation Army, Highschool Banquet	
Total External Transfers	\$ 100.00
Interfund Transfers- Expense	
59200-Contributions to Capital Funds	
Amphitheatre, Sound System, Banners	
Interfund Transfers- Expense	\$ 25,000.00
Materials and Supplies	
51100-Office Supplies	\$ 1,500.00
50750-Mileage	\$ 750.00
Total Materials and Supplies	\$ 2,250.00
51500-Supplies-Memberships and Special	
Downtown Dollar Campaign, Halloween Parade, Ribbon Cuttings, Meetings, OBIAA, Movie Nights	
Total Supplies-Memberships and Special	\$ 41,100.00
51820-Specialty Equipment & Capital Projects	
Signage Updates, Christmas Displays, Seasonal Planters, Parkette, Banners	
Total Specialty Equipment & Capital Projects	\$ 27,350.00
53500-Public Relations and Promotions	
Member Mixers, Swag, Fun Fest Sip & Shop, Small Business Week, Christmas Parade, Events	
Total Public Relations and Promotions	\$ 31,250.00
53510-Advertising	
Print Ads, Digital Ads, Member Commercials, Business Profilers, Website, Social Media	
Total Advertising	\$ 36,450.00
53900-Miscellaneous Services	
Total Miscellaneous Services	\$ 300.00
Salaries, Wages, Benefits and Personal Expenses (BIA Coordinator) 58900	
50120-Wages	\$ 30,000.00
50500-CPP expense	\$ 1,500.00
50510-EI expense	\$ 650.00
Total Salaries, Wages, Benefits and Personal Expenses	\$ 32,150.00
Taxation Adjustments	
57320-Tax Write Offs Charities	\$ -
57370-Tax Write Offs Business Improvement	\$ -
Total Taxation Adjustments	\$ -
Utilities, Insurance and Property Taxes, Miscellaneous Services	
54200-Communications-Telephone (Coordinators phone)	\$ 1,000.00
54320-Insurance General	\$ 50.00
Total Utilities, Insurance and Property Taxes, Miscellaneous Services	\$ 1,050.00
TOTAL EXPENSES	\$ 172,000.00
NET INCOME	\$ -