



Essex Centre BIA Board Meeting Minutes

Wednesday, February 19, 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
Mesba Qasim, BIA Board Treasurer
Kelly Baillargeon, Coordinator
Katie McGuire-Blais, Ward 1 Councillor

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

1. Call to Order

The Chair called the meeting to order at 6:05 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 conflicts of interest noted at this time.

4. Adoption of Published Agenda

4.1. Essex Centre BIA Board Meeting Agenda for February 19, 2025

BIA25-02-001

Moved by A. Schinkel

Seconded by G. Laframboise

That the published agenda for the February 19, 2025 Essex Centre BIA Board Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1. Essex Centre BIA Board Meeting Minutes for January 15, 2025

BIA25-02-002

Moved by K. Dennison

Seconded by G. Laframboise

That the minutes of the Essex Centre BIA Board Meeting held January 15, 2025 be adopted as circulated.

Carried

6. Correspondence

6.1. Treasurer's Report

The Treasurer's report is attached.

6.2. Report from Council Representative

Councillor McGuire-Blais provided the following report:

- The Town Council has received complaints regarding the insufficient snow shoveling and cleanup in the downtown district.
- It was proposed that the BIA send reminders to members, informing them that the area in front of their property/store is their responsibility to clear after a snowfall and maintain throughout the winter.
- The Royal Canadian Legion presented a request to Council to establish a banner program. They mentioned that the cost of brackets for the banners is \$10,000 and asked for this amount to be included in the 2026 budget.
- The Town will be submitting a grant proposal to the Community Engagement War Memorial Fund through Veterans Affairs Canada to help cover the cost of the brackets.
- It was suggested that the BIA assist in supporting the banner program by contributing \$5,000 toward the cost of the brackets.
- Downtown garbage remains a concern. Council has requested a report to determine how many receptacles are needed and identify key areas of high demand.
- It was noted that the former Bennigan's and Imperial Bank of Canada property, located at 18 Talbot St. North, has recently been granted heritage designation.

BIA25-02-003

Moved by A. Schinkel

Seconded by G. Laframboise

That the Correspondence listed in Agenda Item 6 be received.

Carried

7. Members

7.1. Member Requests

No new requests were presented.

7.2. New Businesses/Closing/Change of location

- Billy Taphouse will be closed for renovations for 3 weeks.
- Lola's Round Table moved to 41 Talbot St N, Essex.
- Big Daddy Cheesecake Co. has opened a new location at 131 Talbot St N, Essex.
- Wendy's, Mary Brown's, Osmow's, Stacked Pancake & Breakfast House, City Pizza planned to open at 255 Talbot Street North, Essex in April 2025.

BIA25-02-004

Moved by A. Schinkel

Seconded by G. Laframboise

That the Member updates listed in Agenda Item 7 be received.

Carried

8. Events

8.1. Downtown Dollar Spring Campaign

A spring campaign is planned for May, 2025.

8.2. Member Spring Mixer

A spring mixer is planned for April, 2025.

BIA25-02-005

Moved by A. Schinkel

Seconded by M. Qasim

That the Events updates listed in Agenda Item 8 be received.

Carried

9. Marketing, Promotions & Social Media

9.1. Valentine's Day Promotion-February 14, 2025

It was noted that the promotion was a great success, resulting in an increase in social media followers. Of the 4,666 total reaches, 23% were from non-followers. Each winner was instructed to pick up their prize at Torch Family Fitness.

9.2. Easter Promotion-April 20, 2025

It was suggested that Downtown Dollars be hidden randomly throughout the downtown district in celebration of Easter. This initiative will help promote and support local shopping.

BIA25-02-006

Moved by A. Schinkel

Seconded by G. Laframboise

That the Marketing, Promotions and Social Media updates listed in Agenda Item 9 be received.

Carried

10. Beautification

10.1. Downtown Parkette

The board will be developing a plan for this project in March.

10.2. 2 Talbot Street South Unit 1

The property owner has requested the installation of a gate within the fence, which will increase the project budget by \$500 to \$1,000. It was suggested that the property owner cover the additional cost if they approve moving forward with the project.

BIA25-02-007

Moved by A. Schinkel

Seconded by G. Laframboise

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

Carried

11. Management & Operations

11.1. Board Member Applications

No applications were submitted.

BIA25-02-008

Moved by A. Schinkel

Seconded by G. Laframboise

That the Management and Operations updates listed in Agenda Item 11 be received.

Carried

12. New Business

- Kelly attended the Windsor Essex Chamber of Commerce 2025 Board Breakfast.
- Kelly hosted a BIA County Collaborative meeting with BIA coordinators from surrounding counties.
- Krista from Fate will be attending the March meeting to discuss Streetfest dates.
- A request from the Town to submit event dates was made. Submitted Santa and Halloween Parade dates.
- As sponsors of the Essex Train Show on March 1, our logo will be featured on flyers, and flag/logo signage will be displayed during the event.

13. Adjournment

BIA25-02-009

Moved by A. Schinkel

Seconded by G. Laframboise

That the meeting be adjourned at 7:30pm.

Stephanie Winger – Chair

Kelly Baillargeon –Recording Secretary

Essex Centre BIA February Report

2025 Budget vs. 2025 Actual TYD

**2025
Budget**

**2025
Actual**

REVENUES

Amounts Added to Taxes and Special Levies		
43800-Business Improvement Levy (1st)	\$ 86,000.00	\$ 91,642.03
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	\$ 91,642.03
Investment and Other Income		
49900-Revenue Contribution from Reserve	\$ -	\$ -
47800-Miscellaneous Revenue	\$ -	\$ -
48500-Donations	\$ -	\$ -
Total Investment and Other Income		
TOTAL REVENUE	\$ 172,000.00	\$ 91,642.03

EXPENSES

External Transfers		
55900-Donations Grants		
Total External Transfers	\$ 100.00	\$ -
Interfund Transfers- Expense		
59200-Contributions to Capital Funds		
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		
Total Supplies-Memberships and Special	\$ 41,100.00	\$ -
51820-Specialty Equipment & Capital Projects		
Total Specialty Equipment & Capital Projects	\$ 27,350.00	\$ 863.94
53500-Public Relations and Promotions		
Total Public Relations and Promotions	\$ 31,250.00	\$ -
53510-Advertising		
Total Advertising	\$ 36,450.00	\$ 500.00
53900-Miscellaneous Services		
Total Miscellaneous Services	\$ 300.00	\$ -
Salaries, Wages, Benefits and Personal Expenses (BIA Coordinator) 58900		
50120-Wages	\$ 30,000.00	\$ 2,233.92
50500-CPP expense	\$ 1,500.00	\$ 116.88
50510-EI expense	\$ 650.00	\$ 51.28
Total Salaries, Wages, Benefits and Personal Expenses	\$ 32,150.00	\$ 2,402.08
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	\$ 4.07
54320-Insurance General	\$ 50.00	\$ -
Total Utilities, Insurance and Property Taxes, Miscellaneous Services	\$ 1,050.00	\$ 4.07
TOTAL EXPENSES	\$ 172,000.00	\$ 3,770.09
NET INCOME	\$ -	\$ 87,871.94