



Essex Centre BIA Board Meeting Minutes

Wednesday, May 21, 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: Kim Dennison, Vice Chair
Gregg Laframboise, BIA Board Member
Mesba Qasim, BIA Board Treasurer
Andrea Schinkel, BIA Board Member
Kelly Baillargeon, Coordinator
Katie McGuire-Blais, Ward 1 Councillor

Also Present: Nelson Silveira, Economic Development, Town of Essex

Regrets: Stephanie Winger, Chair
Josh Girard, BIA Board Member

1. Call to Order

The Chair called the meeting to order at 5:58 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 May 21, 2025

BIA25-05-001

Moved by M. Qasim

Seconded by G. Laframboise

That the published agenda for the May 21, 2025 Essex Centre BIA Board Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1. Essex Centre BIA Board Meeting Minutes for April 16, 2025

BIA25-05-002

Moved by M. Qasim

Seconded by G. Laframboise

That the minutes of the Essex Centre BIA Board Meeting held April 16, 2025 be adopted as circulated.

Carried

6. Correspondence

6.1. Treasurer's Report

A request was submitted for an additional \$5,000 cheque to cover the shortfall from the November Downtown Dollar sale. A total of \$75,000 in Downtown Dollars were sold, incurring a 20% cost (\$15,000). While \$10,000 had already been deposited in November, the remaining \$5,000 was required to fully cover redemption costs.

6.2. Report from Council Representative

Councillor McGuire-Blais provided the following report:

- The Town of Essex requested BIA support in promoting workplace respect by encouraging businesses to display an anti-bullying sign in their establishments.
- The board was informed that Community Living Essex County presented to Town Council regarding potential employment partnerships through their Career Compass program. The BIA expressed interest in supporting future collaboration opportunities.

BIA25-05-003

Moved by M. Qasim

Seconded by G. Laframboise

That the Correspondence listed in Agenda Item 6 be received.

Carried

7. Members

7.1. Member Requests

A walkthrough of the downtown district was conducted on April 3, 2025, to gather feedback from local business owners. Key concerns included accessibility upgrades, interest in grants (equipment, energy efficiency, staffing, POS), technology needs, staffing and operational challenges, and municipal service issues.

The BIA will be partnering with the Small Business & Entrepreneurship Centre to conduct a follow-up walkthrough in the coming weeks.

7.2. New Businesses/Closing/Change of location

A new plaza at 245 Talbot St. N, across from the high school, will feature Stacked Pancakes, City Pizza, Mary Brown's, and Osmow's. Wendy's is already open. Full plaza opening anticipated Summer 2025.

Canadian Tire Gas Bar in Essex is being converted to a Petro-Canada Gas Bar.

Essex United Church is currently being rented out.

BIA25-05-004

Moved by M. Qasim

Seconded by G. Laframboise

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

Carried

8. Events

8.1. Downtown Dollar Spring Campaign Review

The campaign was completed in one full day. Lunch for volunteer staff was provided by Essex Shawarma.

8.2. Member Spring Mixer- May 29, 2025

The event has been postponed to Fall 2025 due to limited response.

8.3. Essex Sip n' Shop-July 3, 2025

As part of our sponsorship, we've committed to providing reusable branded recycle bags for event guests. 600 BIA-branded recycle bags have been ordered and will be distributed at the event.

Additionally, a car show is scheduled to take place on Friday, July 4, in conjunction with the event weekend.

BIA25-05-005

Moved by M. Qasim

Seconded by G. Laframboise

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

Carried

9. Marketing, Promotions & Social Media

9.1. Essex Free Press Business Profiler

Launched "Proudly Local: Proudly Essex – Business Edition," a weekly local business spotlight on our social meeting platforms, featuring our produced commercials to drive community engagement and visibility.

9.2. Essex Neighbours Magazine Ad

No updates were provided on this item.

BIA25-05-006

Moved by M. Qasim

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

No updates were provided on this item.

BIA25-05-007

Moved by M. Qasim

Seconded by G. Laframboise

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

Carried

11. New Business

Members attended the Community Living Essex County Mayor's Luncheon on May 12, 2025.

Members participated in the Tailgater's Sports Bar ribbon cutting ceremony.

The Tecumseh BIA Board training opportunity was shared with members.

Members present discussed plans for the "Welcome to Essex" sign.

12. Adjournment

BIA25-05-008

Moved by K. Dennison

Seconded by G. Laframboise

That the meeting be adjourned at 7:20pm.

Carried

Stephanie Winger – Chair

Kelly Baillargeon –Recording Secretary