



Essex Centre BIA Board Meeting Minutes

Wednesday, July 9, 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
Kim Dennison, Vice Chair
Josh Girard, BIA Board Member
Gregg Laframboise, BIA Board Member
Mesba Qasim, BIA Board Treasurer
Andrea Schinkel, BIA Board Member
Katie McGuire-Blais, Ward 1 Councillor
Kelly Baillargeon, Coordinator

Also Present: Nelson Silveira, Economic Development, Town of Essex
Kate Giurissevich, CAO, Town of Essex

1. Call to Order

The Chair called the meeting to order at 6:00 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 July 9, 2025

BIA25-07-001

Moved by M. Qasim

Seconded by G. Laframboise

That the published agenda for the July 9, 2025 Essex Centre BIA Board Meeting be adopted as presented.

Carried.

5. Adoption of Minutes

5.1. Essex Centre BIA Board Meeting Minutes for May 21, 2025

BIA25-07-002

Moved by K. Dennison

Seconded by M. Qasim

That the minutes of the Essex Centre BIA Board Meeting held May 21, 2025 be adopted as circulated.

Carried.

6. Correspondence

6.1. Treasurer's Report

The Essex Fun Fest purchased \$1,500 worth of Downtown Dollars to be used as giveaways at a 20% discount, for a total of \$1,200. The funds have been deposited.

Payroll errors in April and May caused discrepancies in salary, EI, and CPP. Corrections were made, and adjustments were applied in the June payroll.

Certain entries in the latest financial report were flagged for clarification and/or correction and have been sent to the Finance department for review.

6.2. Report from Council Representative

No report presented at this time.

BIA25-07-003

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

We conducted a downtown walkthrough with the Small Business & Entrepreneurship Centre to gather feedback from businesses. Key concerns included accessibility, technology needs, and staffing challenges.

We are collaborating with the Town of Essex on new training and workshop opportunities. A survey was sent to members to gather input. Topics for the workshops may include marketing, financial planning, website development, and other business growth tools.

7.2. New Businesses/Closing/Change of location

One Dove Consulting & Intervention opened at 12 Talbot Street North, Essex and a ribbon cutting took place on Monday, July 7, 2025.

Honey Badger Muay Thai & Brazilian Jiu-Jitsu opening at 43 Talbot Street North, Essex and a ribbon cutting is planned for Saturday, August 2 at 1 pm.

Kim Newman Physiotherapy & PEMF opened at Unit 6 - 316 Talbot St. North, Essex.

Rock-A-Bye Baby Boutique, located at 48 Talbot St N Essex, has closed.

All new businesses have registered with our website directory and have received an introductory email including all the promotional and marketing opportunities.

BIA25-07-004

Moved by M. Qasim

Seconded by G. Laframboise

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

Carried.

8. Events

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

- The event was a great success, with 627 guests in attendance, along with participating vendors and community members.
- Businesses reported strong sales, and guests responded positively to the shopping experience.
- Enhancements included the addition of dressing rooms, new decor, extra tables, improved lighting, and live entertainment (dueling pianos).
- There was discussion about further enhancing the Essex-branded bags with added value, such as coupons or offers from local businesses and promotional flyers highlighting upcoming BIA events like Streetfest.

8.2. Essex Centre Streetfest

- **August 16, 5pm-9pm**
- **October 11, 12pm-4pm**

8.3. Essex Soapbox Derby

Email invitation sent to BIA members for the 2025 Year-End Soapbox Derby & Community Picnic on September 27. Members encouraged to participate as vendors with no fees and priority placement.

BIA25-07-005

Moved by M. Qasim

Seconded by A. Schinkel

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

Carried.

9. Marketing, Promotions & Social Media

9.1. *Proudly Local: Proudly Essex* promotion

The *Proudly Local: Proudly Essex* social media promotion featured every Friday has been successful in increasing reach, promoting our YouTube channel, and featuring local businesses. Each Facebook reel has received between 2,000 and 5,000 views, making it an effective way to repurpose existing video content.

9.2. Essex Free Press Business Profiler

Each month, a BIA member is randomly selected from a provided list to be featured with a half-page ad in the Essex Free Press (valued at \$500), sponsored by the Essex Centre BIA.

It was suggested that an email be sent to all members to highlight the featured business of the month, encourage social sharing, and remind members to sign up for future selection.

9.3. Windsor Essex Chamber of Commerce Membership

It was noted that an email will be sent to all BIA members informing them of the Essex Centre BIA's membership with the Windsor-Essex Regional Chamber of Commerce, and outlining the marketing opportunities now available to them through this partnership.

9.4. Essex Neighbours Magazine Monthly Advertisement

Little House of Cupcakes was selected for the monthly feature.

BIA25-07-006

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

- Member Laframboise and Member Winger met with the property owner to discuss the proposed parkette project.
- It was suggested that the BIA prepare a list of all items that will be owned by the BIA in the event that the property use changes and the BIA is asked to remove its assets.
- The agreement should be reviewed by the Clerk's Office prior to signing.
- Potential grant opportunities may be available to help fund the project.

BIA25-07-007

Moved by M. Qasim

Seconded by G. Laframboise

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

Carried.

11. Administrative

11.1. Shed Storage

Shed storage may no longer be necessary, as there is a possibility that indoor storage space will become available.

12. New Business

Kate Giurissevich, Chief Administrative Officer for the Town of Essex, joined the meeting to reintroduce herself in her new role. She expressed her interest in continuing the successful partnership with the Essex BIA and further enhancing collaboration moving forward.

A new round of promotional commercials has been offered, with four spots available and production beginning on July 15. Essex Home Hardware, Lola's Roundtable, Beauty Boss Inc. and Mills Woodworking.

The Essex BIA received a request to contribute funding toward the Veterans Banner Program, a joint initiative with the Essex Legion, Rotary Club, and Town of Essex, to support the purchase of additional banner arm brackets for expanded display locations.

BIA25-07-008

Moved by K. Dennison

Seconded by G. Laframboise

That the Essex BIA approve funding in the amount of \$3,150 to support the installation of 9 additional banner brackets for the Veterans Banner Program.

Carried.

BIA25-07-009

Moved by K. Dennison

Seconded by M. Qasim

That the Essex BIA proceed with the removal of the existing community welcome sign located at 335 Talbot St. S, instead of refurbishing or updating it.

Carried.

13. Adjournment

BIA25-07-010

Moved by M. Qasim

Seconded by G. Laframboise

That the meeting be adjourned at 7:16 pm.

Carried.

Stephanie Winger – Chair

Kelly Baillargeon –Recording Secretary