



# Essex Centre BIA Board Meeting Minutes

Wednesday, January 21, 2026, 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](mailto: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  
Katie McGuire-Blais, Ward 1 Councillor

Also Present: Kelly Baillargeon, Coordinator, Essex Centre BIA  
Nelson Silveria, Economic Development, Town of Essex  
Stephanie Marshall, Director of Impact, WindsorEssex Community Foundation

Regrets: Mesba Qasim, BIA Board Treasurer  
Josh Girard, BIA Board Member

## 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

There were no conflicts of interest noted at this time.

## 4. Adoption of Published Agenda

### 4.1. Essex Centre BIA Board Meeting Agenda for January 21, 2026

**BIA26-01-001**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the published agenda for the January 21, 2026 Essex Centre BIA Board Meeting be adopted as presented.

## 5. Adoption of Minutes

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

**BIA26-01-002**

Moved by A. Schinkel

Seconded by G. Laframboise

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

## 6. Public Presentations

### 6.1. WindsorEssex Community Foundation

Stephanie Marshall, Director of Impact, WindsorEssex Community Foundation, attended to congratulate the group on receiving the Community Impact Grant. She provided a brief overview of the Foundation, including its mission and future grant opportunities. It was noted that our grant project is scheduled to begin this spring.

## 7. Correspondence

### 7.1. 2026 Budget

The finalized 2026 overview budget was presented and has been approved by the Town Council.

### 7.2. Report from Council Representative

Councillor McGuire-Blais reported that the Town of Essex is creating a program to recognize and promote local businesses celebrating milestone anniversaries (5, 10, 20, 30+ years). Katie proposed sending a letter to the local MPP requesting support for businesses affected by power outages and surges, including consideration of a provincial grant or cost-share program to help rural businesses mitigate losses, and a motion was made for Katie to proceed with sending the letter on the BIA's behalf.

It was also suggested that the BIA send a reminder to business owners regarding their responsibility to shovel and clear sidewalks in front of their establishments.

#### **BIA26-01-003**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the correspondence listed in Agenda Item 7 be received, and that K. McGuire-Blais proceed with sending the letter to the local MPP on behalf of the BIA regarding support for businesses affected by power outages and surges.

## 8. Appointment to the Board of Directors

### 8.1. Nomination of the Board Chair

#### **BIA26-01-004**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** Stephanie Winger be appointed as Board Chair.

### 8.2. Nomination of the Vice-Chair

#### **BIA26-01-005**

Moved by S. Winger

Seconded by G. Laframboise

**That** Andrea Schinkel be appointed as Vice-Chair.

### 8.3. Nomination of Treasurer

Moved by \_\_\_\_\_

Seconded by \_\_\_\_\_

The nomination for Treasurer was deferred to a future meeting.

## **9. Members**

### **9.1. Member Requests**

No requests were presented.

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

- Baker Tilly Trillium LLP has relocated to 148 Talbot St N, Essex.
- Lola's Round Table has expanded by renting an additional location at 52 Talbot St N, Essex.

### **9.3. Member Education and Business Support Initiatives**

A local bookkeeper reached out to offer a presentation for business owners on best practices in bookkeeping, including selecting a bookkeeper, common mistakes to avoid, and procedures to protect their business. The Board agreed it would be valuable to invite her to present at an upcoming Mix & Mingle event.

#### **BIA26-01-006**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the Member updates listed in Agenda Item 9 be received.

## **10. Events**

### **10.1. Downtown Dollar Spring Sale**

No new updates were presented.

### **10.2. Mix & Mingle**

It was suggested that the BIA host a spring mixer, potentially at Original Michigan Diner or Acorn and Oak Coffee Company.

#### **BIA26-01-007**

Moved by A. Schinkel

Seconded by G. Laframboise

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

## **11. Marketing, Promotions & Social Media**

### **11.1. Valentine's Day Promotion- February 14, 2026**

It was suggested that the promotional funds be redirected to a larger LoveLocal campaign.

### **11.2. Easter Promotion-April 5, 2026**

It was suggested that the promotional funds be redirected to a larger LoveLocal campaign.

### **11.3. Spring Produced commercials**

No new updates were presented.

### **11.4. Monthly Business Profiler**

It was suggested that the BIA use one of the monthly profiler spots to promote and educate the public about the BIA itself.

**BIA26-01-008**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the Marketing, Promotions and Social Media updates listed in Agenda Item 11 be received.

**12. Beautification**

**12.1. BIA Snowflake Decorations Operational Issues**

No new updates were presented.

**12.2. Downtown Parkette Project**

No new updates were presented.

**BIA26-01-009**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the Beautification updates listed in Agenda Item 12 be received.

**13. Management & Operations**

**13.1. 2026 Meeting schedule**

Our The upcoming BIA meeting schedule was presented as follows:

- February 18
- March 25
- April 15
- May 20
- June 17
- July 15
- September 16
- October 21
- AGM: November 18, 2026.

**13.2. Board Member recruitment**

A local professional who is also a BIA business member reached out expressing interest in joining the BIA board following the completion of a previous leadership role with another local organization. The BIA looks forward to connecting regarding this opportunity.

**BIA26-01-010**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the Management and Operations updates listed in Agenda Item 13 be received.

**14. New Business**

**LoveLocal2Win Contest**

Kelly provided an overview of the LoveLocal2Win contest, running from May 4 to June 14, 2026. Libro is offering this promotion to 8 BIAs and Chambers in Southwestern Ontario. The contest features weekly \$1,000 prizes split between shoppers and local businesses, with most costs covered by Libro. Participation for the BIA would cost under \$4,500, covering the participation fee

and printing costs. The promotion is intended to encourage local shopping and support community businesses.

**BIA26-01-011**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the BIA proceed with participating in the LoveLocal2Win contest.

**15. Adjournment**

**BIA26-01-012**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the meeting be adjourned at 7:50pm.

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Stephanie Winger – Chair

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Kelly Baillargeon –Recording Secretary

| GL Account Type | GL Category *                                    | GL Account *                                     | Description  | 2026 Proposed Budget |
|-----------------|--|--|--|----------------------|
| Revenues        | Amounts Added to Taxes and Special Levies        | 43800 - Business Improvement Area Levy - Ward 1  | 3% increase; moving CAP to \$6,500   | 172,557.40           |
| Revenues        | Investment and Other Income                      | 48500 - Donations                                |  | -                    |
| Revenues        | Interfund Transfers - Revenue                    | 49900 - Revenue Contributions from Reserve Funds |  | 21,473.21            |
|                 |  |  | <b>Total Revenues</b>  | <b>194,030.61</b>    |
| Expenses        | Salaries, Wages, Benefits and Personnel Expenses | 50120 - Salaries & Wages - Part-Time             |  | 30,000.00            |
| Expenses        | Salaries, Wages, Benefits and Personnel Expenses | 50500 - Cda Pension Plan - Employer Contrib      |  | 1,500.00             |
| Expenses        | Salaries, Wages, Benefits and Personnel Expenses | 50510 - Employment Insce - Employer Contrib      |  | 650.00               |
| Expenses        | Salaries, Wages, Benefits and Personnel Expenses | 50750 - Mileage                                  |  | -                    |
| Expenses        | Materials and Supplies                           | 51100 - Office Supplies                          |  | 1,500.00             |
| Expenses        | Materials and Supplies                           | 51500 - Supplies - Membership and Special Events | Downtown Dollar Campaign, Halloween Parade, Ribbon Cuttings, Meetings, OBIAA, Movie Nights | 40,000.00            |
| Expenses        | Materials and Supplies                           | 51820 - Specialty Equipment                      | Signage Updates, Christmas Displays, Seasonal Planters, Parkette, Banners                  | 25,000.00            |
| Expenses        | Miscellaneous Services                           | 53500 - Public Relations and Promotions          | Member Mixers, Swag, Fun Fest Sip & Shop, Small Business Week, Christmas Parade, Events    | 30,000.00            |
| Expenses        | Miscellaneous Services                           | 53510 - Advertising                              | Print Ads, Digital Ads, Member Commercials, Business Profilers, Website, Social Media      | 34,057.40            |
| Expenses        | Miscellaneous Services                           | 53900 - Miscellaneous Services                   |  | 300.00               |
| Expenses        | Utilities, Insurance and Property Taxes          | 54200 - Communications - Telephone               | BIA Coordinator Phone (Empire)   | 1,000.00             |
| Expenses        | Utilities, Insurance and Property Taxes          | 54320 - Insurance - General                      |  | 23.21                |
| Expenses        | External Transfers                               | 55900 - Donations, Grants                        |  |                      |
| Expenses        | Taxation Adjustments                             | 57320 - Tax Write-Offs - Charities, Low Inc      |  | -                    |
| Expenses        | Taxation Adjustments                             | 57370 - Tax Write-Offs - BIA                     |  | -                    |
| Expenses        | Interfund Transfers - Expense                    | 59200 - Contributions to Capital Funds           | Amphitheatre, Sound System, Banners  | -                    |
| Expenses        | Interfund Transfers - Expense                    | 59900 - Contributions to Reserve Funds           | Amphitheatre Naming Rights - transfer to reserves  | 30,000.00            |
|                 |  |  | <b>Total Expenses</b>  | <b>194,030.61</b>    |
|                 |  |  | <b>Surplus(Deficit)*</b>   | <b>-</b>             |

\*Surplus to be transferred to reserve (59900), deficit to be funded from Reserve (49900)