



## Essex Centre BIA Board Meeting Minutes

Wednesday, February 18, 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  
Mesba Qasim, BIA Board Treasurer  
Katie McGuire-Blais, Ward 1 Councillor

Also Present: Kelly Baillargeon, Coordinator  
Nelson Silveria, Economic Development, Town of Essex  
Jake Morassut - Director, Community Services

Regrets: Josh Girard, BIA Board Member

### 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

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 18, 2026

**BIA26-02-001**

Moved by A. Schinkel

Seconded by M. Qasim

**That** the published agenda for the February 18, 2026 Essex Centre BIA Board Meeting be adopted as presented.

**Carried.**

### 5. Adoption of Minutes

#### 5.1. Essex Centre BIA Board Meeting Minutes for January 21, 2026

**BIA26-02-002**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the minutes of the Essex Centre BIA Board Meeting held January 21, 2026 be adopted as circulated.

**Carried.**

## 6. Presentations

### 6.1. Jake Morassut - Director, Community Services- Amphitheater at Heritage Park Project

Jake Morassut, Director of Community Services, presented on the proposed Amphitheatre project at Heritage Park. Three design options were outlined for consideration:

Option 1 – Full Design (Green Room Included)  
Estimated Cost: \$827,000  
Contribution: \$327,000 (\$32,700 per year over 10 years)

Option 2 – Reduced Design (No Green Room)  
Estimated Cost: \$582,000  
Contribution: \$82,000 (\$8,200 per year over 10 years)

Option 3 – Add-On Design (Green Room Added Later)  
Estimated Cost: \$731,000, with green room addition at a later date  
Contribution: \$231,000 (\$23,100 per year over 10 years)

The presentation also outlined proposed naming rights benefits for the “Essex Centre BIA Main Stage,” including permanent stage signage, logo placement on the stage fascia, recognition in event promotions and social media marketing, logo visibility in event photography, inclusion on the municipal website and event listings, recognition in media releases, on-site activation opportunities at select events, and a branded booth or promotional presence at select events, subject to approval from the main sponsor.

Discussion followed.

#### **BIA26-02-003**

Moved by A. Schinkel  
Seconded by G. Laframboise

**That** the Board approved Option 1 – Full Design (Green Room Included) with a contribution of \$327,000.

**Carried.**

#### **BIA26-02-004**

Moved by A. Schinkel  
Seconded by G. Laframboise

**That** the Board directed that Nelson Silveira, Economic Development, Town of Essex, be requested to present a proposal for a 12-year financial plan at \$27,250 per year.

**Carried.**

## 7. Correspondence

### 7.1. Treasurer's Report

The Essex BIA Santa Claus Parade is scheduled for December 12, with sponsorship costs of \$13,000. A sponsorship agreement will be requested for approval.

It was suggested that Anthony Sheardown Photography be hired again to update storefront and street-view photos now that the streetscape project is complete. This expense is budgeted under advertising.

It was also suggested to inquire if he can provide headshots for board members.

### 7.2. Report from Council Representative

It was noted that the BIA replaced the old snowflakes in 2025 because they were no longer functional. The Town of Essex subsequently reused these older snowflakes, installing them on poles outside the downtown district. Some complaints were received regarding lights that were not illuminated.

After considering options to sell or recycle the old lights, disposal was determined to be the best choice. The lights are requested to be disposed of as recommended, which will also free up limited storage space.

It was noted that Harrow also requires new lighting. Should the Town install new lights in the Harrow downtown area, the BIA would request a comparable allocation from the Town of Essex.

#### **BIA26-02-005**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the Correspondence listed in Agenda Item 7 be received.

**Carried.**

## 8. Members

### 8.1. Member Requests

A business member reported access issues at 108 & 114 Talbot St N due to unclear "no parking" markings, removed temporary signage, and vehicles blocking the entrance. Bylaw was notified, and the BIA contacted the Director of Infrastructure for guidance. A permanent sign will likely be needed in spring, and an interim solution has been requested.

It was suggested that business owners be reminded to reserve prime parking spots for customers.

### 8.2. New Businesses/Closing/Change of location

- WP Web & Print Boutique (319 Talbot St N, Unit 2, Essex) is currently available for lease.
- Talbot Massage and Lymphedema Clinic (113 Talbot St S, Essex) is relocating to Nelson Street.

### 8.3. Member Education and Business Support Initiatives

No update given.

**BIA26-02-006**

Moved by A. Schinkel  
Seconded by G. Laframboise

**That** the Member updates listed in Agenda Item 8 be received.

**Carried.**

**9. Events**

**9.1. Downtown Dollar Spring Sale**

Wednesday, May 6, 2026

**9.2. Mix & Mingle**

It was suggested to host a Mix & Mingle in mid to late April or May. We will confirm with Danielle Gadoury, of D & D Professional Services, who will be providing a tax seminar.

**BIA26-02-007**

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. LoveLocal2Win Promotion- May 4-June 14**

The LoveLocal2Win promotion will run from May 4 to June 14 at a total cost of \$4,387, which includes \$1,051 for 20,000 flyers, \$115 for 100 posters, \$91 for 100 rollout letters, \$130 for 50 tent cards, and a \$3,000 participation fee.

**10.2. Spring Produced commercials**

No update given.

**BIA26-02-008**

Moved by A. Schinkel  
Seconded by M. Qasim

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

**Carried.**

**11. Beautification**

**11.1. Downtown Parkette Project**

No update given.

**BIA26-02-009**

Moved by M. Qasim  
Seconded by G. Laframboise

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

Carried.

## 12. Management & Operations

### 12.1. Board Member recruitment

Mesba Qasim resigned from the Board of Directors effective February 18, 2026. The Board thanked her for her dedication, service, and contributions to the Essex business community.

Kristen Tell was nominated by Andrea Schinkel to serve as a member of the Board of Directors. No further nominations were received.

#### **BIA26-02-010**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** Kristen Tell be appointed to the Board of Directors effective immediately.

Carried.

## 13. New Business

The Board was invited to attend the Substance Supports in Neighbourhoods Accessed through Community Partnerships (SSNAPP) Media Event regarding the newly developed Neighbourhood Safety Plan for Essex, taking place on Wednesday, February 25 from 11:30 a.m. to 12:15 p.m. at the Essex County Library (Essex Branch). Kelly will attend on behalf of the BIA.

## 14. Adjournment

#### **BIA26-02-011**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the meeting be adjourned at 6:52pm.

Carried.

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Stephanie Winger – Chair

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Kelly Baillargeon –Recording Secretary