



Essex Centre BIA Board Meeting Minutes

August 10, 2021, 6:00 pm

Location: Essex Arena/Virtual

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.

1. Call to Order

6:04 pm

2. Declarations of Conflict of Interest

NONE

3. Adoption of Published Agenda

3.1. Essex Centre BIA Board Meeting Agenda for August 10, 2021

Moved by Mary Anne Bjorkman

Seconded by Justin Gagnon

That the published agenda for the August 10, 2021, 2021 Essex Centre BIA Board Meeting be adopted as presented/amended.

4. Adoption of Minutes

4.1. Essex Centre BIA Board Meeting Minutes for July 13, 2021

Moved by Justin Gagnon

Seconded by Mary Anne Bjorkman

That the minutes of the Essex Centre BIA Board Meeting held July 13, 2021 be adopted as circulated.

5. Public Presentations

5.1. Andrew George

Seeks Consultancy Agreement to Work as A Project Consultant

Moved by Mary Anne Bjorkman

Seconded by Justin Gagnon

That the items listed in Agenda Item 5 be received.

6. Correspondence

6.1. Treasurer's Report

Moved by Stephanie Winger

Seconded by Mary Anne Bjorkman

That the Treasurer's Report be received.

7. Marketing and Promotions

7.1. Downtown Dollar Program

Dollars have been printed, early fall to launch

7.2. Business Profiler

Ongoing campaign, businesses find it beneficial. Continue to run one profile per month.

7.3. Marketing Commercials

12 done to date, 4 are in production

7.4. Promotional BIA advertisements

No additional ads at this time, unless event promotion

7.5. Welcome Packages

Draft Welcome Package was reviewed.

Moved by Mary Anne Bjorkman

Seconded by Justin Gagnon

That the updates listed in Agenda Item 7 be received.

8. Beautification

8.1. Downtown Parquette

Lot has been sold. Murals, tables and sails will need to be relocated.

8.2. Welcome Essex BIA Signage

Quotes reviewed to install new signs at entrances to Industrial Park

Moved by Mary Anne Bjorkman

Seconded by Justin Gagnon

That one large sign be installed at Maidstone/Allen entrance and one small sign without business names and with solar lighting be installed at Thomas/Forest entrance.

8.3. Downtown Revitalization projects i.e washrooms, banners

Doug Sweet will attend next meeting to provide update on washroom project.

Nelson Silveira was in attendance to provide information on banners

Moved by Stephanie Winger

Seconded by Mary Anne Bjorkman

That the Essex Centre BIA contribute 50% of the cost of new banners up to a maximum of \$50,000.

8.4. Downtown Fall Planters

Fall mums have been ordered along with extra decor items for main intersection.

Moved by Justin Gagnon

Seconded by Richard Banwell

That the updates listed in Agenda Item 8 be received.

9. Special Events

9.1. Downtown Ideas

- a. July 24- Sidewalk Sale piggy back off other town events
- b. Scavenger Hunt (like the easter hunt we did)
- c. Mural Tour- Kelly to talk to the town and Act and Heritage committee
- d. Charity Pub Craw (Poker Tour)

Moved by Justin Gagnon

Seconded by Mary Anne Bjorkman

That the updates listed in Agenda Item 8 be received.

9. Member Correspondence

9.1. Requests

- a. Garage pick up information

9.2. Changes

None

9.3. Updates

None

Moved by Justin Gagnon

Seconded by Mary Anne Bjorkman

That the updates listed in Agenda Item 9 be received.

10. New Business

10.1. Events

10.1.1. Movie night proposed in conjunction with ACT committee and the Kite Festival. Promote businesses and encourage sidewalk sales and participation.

Moved by Justin Gagnon

Seconded by Stephanie Winger

That the BIA sponsor the movie event on September 18, 2021 at a cost of \$2200

10.1.2. Tiny Tots parade

Moved by Stephanie Winger

Seconded by Justin Gagnon

That the BIA host the tiny tots parade on October 29, 2021 at 10am

10.1.3. Christmas Light Contest

Moved by Mary Anne Bjorkman

Seconded by Justin Gagnon

That the BIA host a Christmas Light Contest with the ACT committee

11. Adjournment

Moved by Mary Anne Bjorkman

Seconded by Justin Gagnon

That the meeting be adjourned at 7:45pm.

12. Future Meetings

September 14, 2021 at 6:00pm

Location: Essex Arena