



## Essex Centre BIA Board Meeting Minutes

October 12, 2021, 6:00 pm

Location: Electronic meeting

### Present:

Katie Blais, Vice Chair  
Stephanie Winger  
Richard Banwell  
Gregg Laframboise  
Mary Anne Bjorkman  
Pauline Gemmell  
Kelly Baillargeon, Coordinator

### Regrets:

Joe Garon, Councillor

#### 1. **Call to Order**

The Vice Chair called the meeting to order at 6:01pm.

#### 2. **Declarations of Conflict of Interest**

There were no declarations of conflict of interest noted at this time.

#### 3. **Adoption of Published Agenda**

##### 3.1. Essex Centre BIA Board Meeting Agenda for October 12, 2021

##### **BIA21-10-001**

Moved by Pauline Gemmell

Seconded by Mary Anne Bjorkman

**That** the published agenda for the October 12, 2021 Essex Centre BIA Board Meeting be adopted with the following amendments

1. Addition of Agenda Item 7.3 re: Recycle Bin Removal and Relocation

**Carried**

#### 4. **Adoption of Minutes**

##### 4.1. Essex Centre BIA Board Meeting Minutes for September 14, 2021

**BIA21-10-002**

Moved by Pauline Gemmell  
Seconded by Richard Banwell

**That** the minutes of the Essex Centre BIA Board Meeting held September 14, 2021 be adopted as circulated.

**Carried**

**5. Correspondence****5.1. Treasurer's Report 2022 Budget****BIA21-10-003**

Moved by Mary Anne Bjorkman  
Seconded by Stephanie Winger

**That** the Treasurer's Report be received.

**Carried**

**6. Marketing and Promotions****6.1. Downtown Dollar Program**

\$75,000 will be available for which will cost \$15,000 for a 20% discount. \$10,000 will be available for giveaways during the Winter and Spring upcoming seasons. \$25,000 to be deposited into the RBC account to cover the cost of redemption. There will be a \$500 limit per purchase per customer to help ensure that everyone has the opportunity to benefit from the offer. The current Downtown Dollars do not have an expiry date but will be encouraged to spend by March 2021 to assist in the slower months.

**6.2. Welcome Packages Update**

250 custom printed presentation folders to be printed and distributed to business members.

**6.3. Small Business Week-Windsor/County BIA partnership**

Social media giveaway across four county BIAs; Leamington, Tecumseh, Belle River and Downtown Windsor. Each BIA to give away \$250 worth of prizes on each other's Facebook pages. This will encourage people to travel and support businesses outside their areas and will also drive new people to our social media accounts.

**6.4. BIA Swag**

Some ideas like reusable bags, notepads, stickers were discussed. \$5,000 budget to be allocated to promotion items. Quotes to be presented at next meeting.

**BIA21-10-004**

Moved by Pauline Gemmell

Seconded by Mary Anne Bjorkman

**That** the items listed in Agenda item 6 be received and approved.

**Carried**

**7. Beautification**

**7.1. Welcome Essex BIA Signage**

Will need to follow up with Colenutt Signs.

**7.2. Christmas Pots & Décor**

Inserts have been delivered to Anna's Flowers for filling. Will organize delivery with Public Works. Pots should be delivered by mid-November.

**7.3. BIA Recycle Bin Removal and Relocated**

The two recycle bins located in Heritage Park parking have become an eye sore and has been suggested by Town administration that they be relocated to the end of a drive way at 35 Wilson Ave on property which the town owns. The Board agreed that it would be a good idea and that we would make our members aware of the move.

**BIA21-10-005**

Moved by Richard Banwell

Seconded by Stephanie. Winger

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

**Carried**

**8. Events**

**8.1. Tiny Tot Halloween Parade- October 29, 2021**

Volunteers, set up, promotion. Eight volunteers have been scheduled, Katie to provide tables for those who are attended from outside the parade route. Candy has been purchased from No Frills and ads in the local paper have been purchased.

**8.2. Family Movie in the Park-November**

The Board decided to hold off until the spring when the weather is warmer.

### 8.3. Santa Clause Parade

The parade has been booked for December 11 and paid for. Special events applications have been submitted and approved. A meeting with the C.E.R.T committee has been scheduled. Members have been notified and a request for sponsors and participation have been sent.

### 8.4. ACT Committee Holiday Lights Event

The Board met with the Arts, Culture and Tourism Committee (ACT) and have committed to \$3,000 worth of *Downtown Dollars* for sponsorship of the prizing. Categories, dates and prizing details to be discussed at the next ACT Committee meeting.

### 8.5. Annual General Meeting

The Board decided to postpone the Annual General Meeting until Spring of 2022.

#### **BIA21-10-006**

Moved by Mary Anne Bjorkman

Seconded by Gregg Laframboise

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

**Carried**

## 9. **Member Correspondence**

9.1. Requests- N/A

9.2. Changes- N/A

9.3. Updates

AB Bike Repair & Board Games, Watson & Slade have opened in our downtown district.

#### **BIA21-10-007**

Moved by Richard Banwell

Seconded by Gregg Laframboise

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

**Carried**

## 10. **Adjournment**

#### **BIA21-10-008**

Moved by Mary Anne Bjorkman

Seconded by Pauline Gemmell

**That** the meeting be adjourned at 7:21pm

**11. Future Meetings**

November 9, 2021 at 6:00 pm

Location: To be determined

ESSEX BIA

COSTING CENTRE BUDGET WITH NOTES

<u>GL ACCOUNTS</u>	<u>COMMENTS</u>	<u>2022 BUDGET</u>
<b>Revenues</b>		
<b>Amounts added to Taxes and Special Levies</b>		
43800- Business Improvement Area		\$ 140,000.00
<b>Investment and Other Income</b>		
Transfer from equity past years carried forward		47,550.00
48700 – Miscellaneous Revenue	BIA Sponsored Events	<u>0.00</u>
	<b>Total Revenue</b>	<b><u>\$ 187,550.00</u></b>
<b>Expenditures</b>		
<b>External Transfers</b>		
55900 – Donations, Grants		\$ 5,000.00
<b>Internal Allocations – expense</b>		
58900 – Amounts Allocated from Other Departments		4,000.00
Part time BIA Co-ordinator		<u>18,000.00</u>
	<b>Total</b>	<b>\$ 22,000.00</b>
<b>Material and Supplies</b>		
51100 – Office Supplies		\$ 500.00
51500 – Supplies – Membership		60,000.00
51820 – Specialty Equipment/Beautification (includes up to \$ 50,000 For new bathrooms in Heritage Gardens)		<u>65,000.00</u>
		<b>\$ 125,500.00</b>
<b>Miscellaneous Services</b>		
53500 – Public Relations/Membership Services		\$ 7,000.00
53510 – Advertising		25,000.00
53900 – Miscellaneous Services		<u>1,000.00</u>
		<b>\$ 33,000.00</b>
<b>Tax Adjustments</b>		
57370 – Tax Write-Offs – BIA		\$ 2,000.00
<b>Utilities, Insurance and Property Taxes</b>		
54300- Insurance - Buildings		<u>\$ 50.00</u>
	<b>Total expenditures</b>	<b><u>\$ 187,550.00</u></b>

# Essex Town Centre - BIA

## Comparative Income Statement

	Actual 01/01/2021 to 09/30/2021	Actual 01/01/2020 to 09/30/2020	Percent
<b>REVENUE</b>			
Revenue			
Business Improvement Levy	144,976.49	136,457.81	6.24
Tax write offs	0.00	0.00	0.00
Allocation from other department's	0.00	0.00	0.00
Win this space	0.00	4,936.08	-100.00
<b>Total revenue</b>	<b>144,976.49</b>	<b>141,393.89</b>	<b>2.53</b>
<b>TOTAL REVENUE</b>	<b>144,976.49</b>	<b>141,393.89</b>	<b>2.53</b>
<b>EXPENSE</b>			
Payroll expenses			
Wages	16,224.00	6,531.20	148.41
CPP expense	741.00	244.03	203.65
EI expense	358.80	144.62	148.10
<b>Total payroll expense</b>	<b>17,323.80</b>	<b>6,919.85</b>	<b>150.35</b>
Office supplies	0.00	28.49	-100.00
Specialty equipment	1,119.36	4,199.72	-73.35
Public relations and promotion	8,087.44	5,821.35	38.93
Advertising	295.58	7,952.33	-96.28
Memberships	0.00	1,210.01	-100.00
Insurance	35.85	52.40	-31.58
Co-ordinator expense	1,766.38	0.00	0.00
Miscellaneous	32.56	91.37	-64.36
BIA dollars	997.25	117.15	751.26
Digital Main Street Project	0.00	5,000.00	-100.00
Christmas parade	-198.12	190.01	-204.27
Mother/Father's Day	2,984.62	10,400.00	-71.30
Winter Downtown Dollar	0.00	0.00	0.00
Halloween parade	0.00	0.00	0.00
Tree lighting	0.00	0.00	0.00
Movie Night	1,882.56	0.00	0.00
Business excellence award dinner	0.00	0.00	0.00
<b>Total special events</b>	<b>5,666.31</b>	<b>15,707.16</b>	<b>-63.93</b>
<b>Total operating expenses</b>	<b>34,327.28</b>	<b>41,982.68</b>	<b>-18.23</b>
<b>TOTAL EXPENSE</b>	<b>34,327.28</b>	<b>41,982.68</b>	<b>-18.23</b>
<b>NET INCOME</b>	<b>110,649.21</b>	<b>99,411.21</b>	<b>11.30</b>

*Cheques requested  
but not issued.*

*RBC re Downtown Dollar*

*Essex Food Bank*

*Windsor Parade Corp*

*De Goeij's*

*DeMars Hogan*

10 000<sup>00</sup>  
300<sup>00</sup>  
12000<sup>00</sup>  
1220<sup>40</sup>  
85<sup>85</sup>  
1123  
86 004<sup>76</sup>

# Essex Town Centre - BIA

## Comparative Balance Sheet

	As at 09/30/2021	As at 09/30/2020	Percent
<b>ASSET</b>			
Current assets			
Petty cash	0.00	500.00	-100.00
Accounts receivable - Town of E...	110,649.21	113,131.40	-2.19
Equity receivable - Town of Essex	144,485.70	106,637.42	35.49
Total accounts receivable	255,134.91	220,268.82	15.83
<b>TOTAL ASSET</b>	<b>255,134.91</b>	<b>220,268.82</b>	<b>15.83</b>
<b>LIABILITY</b>			
Current liabilities			
Account pay	0.00	0.00	0.00
Accounts payable	0.00	0.00	0.00
Total liabilities	0.00	0.00	0.00
<b>TOTAL LIABILITY</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>EQUITY</b>			
Total equity			
Equity previous year	144,485.70	120,857.61	19.55
Current Earnings	110,649.21	99,411.21	11.30
Total equity	255,134.91	220,268.82	15.83
<b>TOTAL EQUITY</b>	<b>255,134.91</b>	<b>220,268.82</b>	<b>15.83</b>
<b>LIABILITIES AND EQUITY</b>	<b>255,134.91</b>	<b>220,268.82</b>	<b>15.83</b>

# Actual vs Budget Year To Date by Costing Center

Costing Center 720 - Essex BIA

January 2021 To September 2021 (9 Months)

Fund All  
Division Planning and Development  
GL Account All  
Costing Centers 720 - Essex BIA

	Budget	YTD Actual Cost	Variance Over/Under	Percentage Variance
<b>Revenues</b>				
Amounts Added to Taxes and Special Levies				
43800 - Business Improvement Area Levy - Ward 1	140,001	144,955	4,954	3.54 %
Total Amounts Added to Taxes and Special Levies	140,001	144,955	4,954	3.54 %
Interfund Transfers - Revenue				
49900 - Revenue Contribution from Reserve Funds	2,168	-	(2,168)	-100.00 %
Total Interfund Transfers - Revenue	2,168	-	(2,168)	-100.00 %
Investment and Other Income				
47800 - Miscellaneous Revenue	-	848	848	100.00 %
Total Investment and Other Income	-	848	848	100.00 %
<b>Total Revenues</b>	<b>142,169</b>	<b>145,803</b>	<b>3,634</b>	<b>2.56 %</b>
<b>Expenses</b>				
External Transfers				
55900 - Donations, Grants	5,000	-	(5,000)	-100.00 %
Total External Transfers	5,000	-	(5,000)	-100.00 %
Internal Allocations - Expense				
58900 - Amounts Allocated from Other	3,430	1,029	(2,401)	-69.99 %
Total Internal Allocations - Expense	3,430	1,029	(2,401)	-69.99 %
Materials and Supplies				
51100 - Office Supplies	500	-	(500)	-100.00 %
51500 - Supplies - Membership and Special Events	60,000	6,895	(53,105)	-88.51 %
51820 - Specialty Equipment	18,750	895	(17,855)	-95.22 %
Total Materials and Supplies	79,250	7,791	(71,459)	-90.17 %
Miscellaneous Services				
53500 - Public Relations and Promotions	7,000	-	(7,000)	-100.00 %
53510 - Advertising	25,000	8,615	(16,385)	-65.54 %
53900 - Miscellaneous Services	500	224	(276)	-55.23 %
Total Miscellaneous Services	32,500	8,839	(23,661)	-72.80 %
Salaries, Wages, Benefits and Personnel Expenses				
50120 - Salaries and Wages - Part-Time	19,935	16,224	(3,711)	-18.62 %
50500 - Canada Pension Plan - Employer	-	741	741	100.00 %
50510 - Employment Insurance - Employer	-	359	359	100.00 %
50750 - Mileage	-	123	123	100.00 %
Total Salaries, Wages, Benefits and Personnel Expenses	19,935	17,447	(2,488)	-12.48 %
Taxation Adjustments				
57370 - Tax Write-Offs - Business Improvement	2,000	(21)	(2,021)	-101.06 %
Total Taxation Adjustments	2,000	(21)	(2,021)	-101.06 %
Utilities, Insurance and Property Taxes				
54200 - Communications - Telephone	-	33	33	100.00 %
54300 - Insurance - Buildings	53	-	(53)	-100.00 %

## Actual vs Budget Year To Date by Costing Center

54320 - Insurance - General	-	36	36	100.00 %
Total Utilities, Insurance and Property Taxes	53	68	15	28.00 %
Total Expenses	142,169	35,154	(107,015)	-75.27 %
<b>Net Total</b>	-	110,649	110,649	100.00 %