



Essex Centre BIA Board Meeting Agenda

November 24th, 2021, 6:00 pm

Location: Hybrid/Electronic meeting

Present:

Katie Blais
Stephanie Winger
Richard Banwell
Gregg Laframboise

Andrea Schinkel
Rick Wilkinson
Kelly Baillargeon, Coordinator
Joe Garon, Councillor

Regrets: N/A

No Show: Pauline Gemmell

1. Call to Order

K. Blais called the meeting to order at 6:07pm

2. Declarations of Conflict of Interest

There were no conflicts of interest noted at this time.

3. Adoption of Published Agenda

3.1. Essex Centre BIA Board Meeting Agenda for November 24, 2021

BIA21-11-001

Moved by R. Banwell

Seconded by S. Winger

That the published agenda for the November 24, 2021

Essex Centre BIA Board Meeting be adopted as presented/amended.

Carried

4. Adoption of Minutes

4.1. Essex Centre BIA Board Meeting Minutes for October 12, 2021

BIA21-11-002

Moved by R. Banwell

Seconded by S. Winger

That the minutes of the Essex Centre BIA Board Meeting held October 12, 2021 be adopted as circulated.

Carried

5. Correspondence

5.1. Treasurer's Report

BIA21-11-003

Moved by R. Banwell

Seconded by G. Laframoise

That the Treasurer's Report be received.

Carried

6. Marketing and Promotions

6.1. Downtown Dollar Program update

\$75,000 worth of Downtown Dollars were sold in less than 48 hours. A record sale to date. The \$500 limit per purchase was enforced. It was suggested that RBC post a sign to alert customers once the dollars have sold out. Over 50 businesses participated and will accept the Downtown Dollars within their locations.

\$10,000 worth of Downtown Dollars have been set aside for future giveaways and promotions.

6.2. Welcome Packages Update, printing and distribution

The packages have been created and ready to print. 250 outside folders and welcome packages will be printed and handed out to all new and existing businesses within the BIA district.

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

The collaboration among our surround BIA's was a successful partnership. The BIA social media accounts increased and gained new followers outside of our municipalities. We plan to continue with another partnership in early spring 2022.

6.4. BIA Swag update

Awaiting samples from local promotional businesses.

BIA21-11-003

Moved by R. Banwell

Seconded by S. Winger

That the updates listed in Agenda Item 6 be received.

Carried

7. Beautification

1.1. Essex Streetscape

1.1.1. Flex street proposal

The BIA board supports the Essex Streetscape flex street idea as it would allow for members/property owners to expand their business into road when required i.e., street markets/patios/sidewalk sales without losing valuable parking space permanently. Creating multipurpose spaces respects both our small businesses needs as well as their customers and our residents.

I was suggested that the BIA help recoup the permit costs (if any) incurred by the businesses within the district

1.1.2. Business communication

The board recognizes how important communicate between the town of Essex administration council and it's community partners and will continue to encourage input throughout the new streetscape project as it directly affects our members.

1.2. Welcome Essex BIA Industrial Park Signage update

The installation is set for January due to delays with supplies/production

- 1.3. Christmas Pots update
65 pots were installed within our downtown district

BIA21-11-004

Moved by G. Laframboise

Seconded by R. Banwell

That the updates listed in Agenda Item 7 be received.

Carried

8. Events

8.1. Tiny Tot Halloween Parade review

Despite the weather, we welcomed a great number of people 200-300 participants

We need to ensure the proper OPP/safety road blocks before the parade

Most business members participated.

Volunteers were unavailable due to the pandemic limitations.

Left over candy will be used for the upcoming Santa Claus Parade.

8.2. Santa Clause Parade Update

Volunteers are needed to man the barricades at corner of Gordon

Street Closure letters were delivered to the affected residential homes

8.3. Salvation Army Tree Lighting Update

Salvation Army cancelled their tree lighting event due to lack of volunteers and Covid-19 restrictions imposed by the WECHU.

8.4. A.C.T. committee Holiday Lights Event

The BIA Board has provided \$3,000 worth of Downtown Dollars to the residential and business winners of the contest. Winners chosen and awarded by the ACT committee members.

8.5. BIA Board Christmas Party

TBD

BIA21-11-005

Moved by G. Laframboise

Seconded by R. Banwell

That the updates listed in Agenda Item 8 be received.

Carried

9. Member Correspondence

9.1. Requests

N/A

9.2. Changes

Emerson Supply Co. to move out of district

Peacock Lounge to move within the district

Sunsations Tanning changed name to FATE and to move within district

BIA21-11-006

Moved by G. Laframboise

Seconded by R. Banwell

That the updates listed in Agenda Item 9 be received.

Carried

10. Adjournment 7:05pm

BIA21-11-007

Moved by S. Winger

Seconded by K. Blais

That the meeting be adjourned at 7:05pm.

Carried

11. Future Meetings

December TBD

January 11th 6pm

February 8th 6pm