



## Essex Centre BIA Board Meeting Minutes

January 11, 2022, 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:** Pauline Gemmell

**Absent:** N/A

### 1. Call to Order

K. Blais called the meeting to order at 6:05 pm

### 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 January 11, 2022

**BIA22-01-001**

Moved by G. Laframboise

Seconded by A. Schinkel

**That** the published agenda for the January 11, 2022  
Essex Centre BIA Board Meeting be adopted as presented.

**Carried**

### 4. Adoption of Minutes

4.1. Essex Centre BIA Board Meeting Minutes for November 24<sup>th</sup>, 2021

**BIA22-01-002**

Moved by A. Schinkel

Seconded by S. Winger

**That** the minutes of the Essex Centre BIA Board Meeting held November 24<sup>th</sup>, 2021 adopted as circulated.

**Carried**

### 5. Correspondence

5.1. Treasurer's Report

**BIA22-01-003**

Moved by S. Winger

Seconded by G. Laframboise

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

**Carried**

## 6. Appointment to Board of Directors

- 6.1. RE: Applications from Stephanie Winger, Vision Realty; Gregg Laframboise, Dove Creek Motor Express; Andrea Schinkel, Schinkels Meat Market; and Rick Wilkinson, Walkerville Candles to be appointed to the Board of Directors of the Essex Centre BIA

**BIA22-01-004**

Moved by K. Blais

Seconded by R. Wilkinson

Recommendation to Council: That Stephanie Winger, Vision Realty; Gregg Laframboise, Dove Creek Motor Express; Andrea Schinkel, Schinkels Meat Market; and Rick Wilkinson, Walkerville Candles be appointed to the Essex Centre Business Improvement Area Board of Directors effective immediately.

**Carried**

## 7. Marketing and Promotions

- 7.1. Winter/Spring Downtown Dollar Program date  
Suggested we wait until Construction starts to roll out before we launch the next program.
- 7.2. Welcome Packages Update, printing and distribution  
Folders are done. Waiting on paper for the inserts. Then we will talk about distribution.
- 7.3. BIA Swag  
Kelly to get quotes for notepads and pens. She will email the board with cost and then order.

**BIA22-01-005**

Moved by R. Wilkinson

Seconded by A. Schinkel

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

**Carried**

## 8. Covid-19 Business Support

- 8.1. Resources

No Covid supports needed. Resources will be directed towards supports during the streetscape street closures this upcoming spring.

- 8.2. Information sharing

**BIA22-01-006**

Moved by S. Winger

Seconded by G. Laframboise

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

**Carried**

## 9. Beautification

- 9.1. Essex Streetscape Update

There will be a public round table, Joe will find out a date and let us know so we can sit in on it. Will be in the First Quarter of the year.

We will ask Director of Infrastructure to come to a meeting and talk about the plans.

The Banner program is one of the last steps with this.

- 9.2. Welcome Essex BIA Industrial Park Signage update  
The industrial sign is done and old signs are down. New signs will be put up by the end of the week.

**BIA22-01-007**

Moved by G. Laframboise

Seconded by R. Wilkinson

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

**Carried**

**10. Events**

10.1. Santa Claus Parade Review

Parade went well. We handed out letters to businesses about street closure.

Gaps in the parade. Possibly see if they can have someone regulate the speed throughout the parade.

Next year, make a video to advertise in the future.

Possibly host a holiday party prior to the Santa Parade next year.

Look into expanding our speaker scope for streetscape.

10.2. Candy Cane Lane Contest Update & Prizing

Press release winners tomorrow. Money has been handed over.

10.3. Valentine's Day

Valentine day giveaway Feb 14.

prizes worth \$500 gifts for a total of \$1,000.

10.4. Easter

Easter egg hunt. April 17. Easter eggs distributed thru town for a total of \$2,500.

10.5. St. Patrick's Day

March 17. Pot of gold hunt, take a selfie with the pot of Gold. 10 prizes with a total of \$1,000.

**BIA22-01-008**

Moved by R. Wilkinson

Seconded by A. Schinkel

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

**Carried**

**11. Member Correspondence**

11.1. Requests

COVID testing- we cannot get them tests and the tests through the Windsor Chamber of Commerce are no longer available.

11.2. Changes

Dollarama is coming.

Phat Alberts moved into the Deluxe Building

Sunsations is moving in a new building and renamed Fate

New business moving into the old Sunsations Building

Retail and Save across from Regal.

OG Pizza going to Spoons.

11.3.Updates

N/A

**BIA22-01-009**

Moved by A. Schinkel

Seconded by R. Wilkinson

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

**Carried**

**12. Adjournment**

**BIA22-01-010**

Moved by A. Schinkel

Seconded by G. Laframboise

**That** the meeting be adjourned at 7:37pm

**Carried**

**Future Meetings**

2022 tentative meeting schedule

February 8<sup>th</sup>

March 8<sup>th</sup>

April 12<sup>th</sup>

May 10<sup>th</sup>

June 14<sup>th</sup>

July 12<sup>th</sup>

August 9<sup>th</sup>

September 13<sup>th</sup>

---

Acting Chair

---

Recording Secretary

# Essex Town Centre - BIA Comparative Income Statement

	Actual 01/01/2021 to 10/31/2021	Actual 01/01/2020 to 10/31/2020	Percent
<b>REVENUE</b>			
Revenue			
Business Improvement Levy	146,313.44	140,065.17	4.46
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	2,936.08	-100.00
<b>Total revenue</b>	<b>146,313.44</b>	<b>143,001.25</b>	<b>2.32</b>
<b>TOTAL REVENUE</b>	<b>146,313.44</b>	<b>143,001.25</b>	<b>2.32</b>
<b>EXPENSE</b>			
Payroll expenses			
Wages	17,888.00	9,235.20	93.69
CPP expense	817.00	354.22	130.65
El expense	395.60	204.47	93.48
<b>Total payroll expense</b>	<b>19,100.60</b>	<b>9,793.89</b>	<b>95.03</b>
Office supplies	0.00	32.56	-100.00
Specialty equipment	1,119.36	5,079.94	-77.97
Public relations and promotion	9,186.45	5,821.35	57.81
Advertising	1,945.45	7,952.33	-75.54
Memberships	0.00	1,210.01	-100.00
Insurance	35.85	52.40	-31.58
Co-ordinator expense	1,901.49	0.00	0.00
Miscellaneous	40.70	91.37	-55.46
BIA dollars	25,997.25	117.15	22,091.42
Digital Main Street Project	0.00	5,000.00	-100.00
Christmas parade	11,801.88	190.01	6,111.19
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>42,666.31</b>	<b>15,707.16</b>	<b>171.64</b>
<b>Total operating expenses</b>	<b>75,996.21</b>	<b>45,741.01</b>	<b>66.14</b>
<b>TOTAL EXPENSE</b>	<b>75,996.21</b>	<b>45,741.01</b>	<b>66.14</b>
<b>NET INCOME</b>	<b>70,317.23</b>	<b>97,260.24</b>	<b>-27.70</b>

*Cheques requested  
but not issued*

*Essex Free Press*

*Kelly for phone & supplies*

*Hogan DeMars*

*1338<sup>17</sup>*

*1655<sup>02</sup>*

*67324<sup>04</sup>*

*726<sup>85</sup>*

*66599<sup>19</sup>*

# Essex Town Centre - BIA Comparative Balance Sheet

	As at 10/31/2021	As at 10/31/2020	Percent
<b>ASSET</b>			
<b>Current assets</b>			
Petty cash	0.00	500.00	-100.00
Accounts receivable - Town of E...	70,317.23	110,980.43	-36.64
Equity receivable - Town of Essex	144,485.70	106,637.42	35.49
<b>Total accounts receivable</b>	<u>214,802.93</u>	<u>218,117.85</u>	-1.52
<b>TOTAL ASSET</b>	<u><u>214,802.93</u></u>	<u><u>218,117.85</u></u>	-1.52
<b>LIABILITY</b>			
<b>Current liabilities</b>			
Account pay	0.00	0.00	0.00
Accounts payable	0.00	0.00	0.00
<b>Total liabilities</b>	<u>0.00</u>	<u>0.00</u>	0.00
<b>TOTAL LIABILITY</b>	<u>0.00</u>	<u>0.00</u>	0.00
<b>EQUITY</b>			
<b>Total equity</b>			
Equity previous year	144,485.70	120,857.61	19.55
Current Earnings	70,317.23	97,260.24	-27.70
<b>Total equity</b>	<u>214,802.93</u>	<u>218,117.85</u>	-1.52
<b>TOTAL EQUITY</b>	<u>214,802.93</u>	<u>218,117.85</u>	-1.52
<b>LIABILITIES AND EQUITY</b>	<u><u>214,802.93</u></u>	<u><u>218,117.85</u></u>	-1.52

# Actual vs Budget Year To Date by Department

Department 72 - Business Improvement Area

January 2021 To October 2021 (10 Months)

Fund - 1 - Operating  
 Department All  
 GL Account All  
 Costing Centers 720 - Essex BIA

	Budget	YTD Actual Cost	Variance Over/Under	Percentage Variance
43800 - Business Improvement Area Levy - Ward 1	140,001	146,292	6,291	4.49%
<b>Total Amounts Added to Taxes and Special Levies</b>	<b>140,001</b>	<b>146,292</b>	<b>6,291</b>	<b>4.49%</b>
49900 - Revenue Contribution from Reserve Funds	2,168	-	(2,168)	-100.00%
<b>Total Interfund Transfers - Revenue</b>	<b>2,168</b>	<b>-</b>	<b>(2,168)</b>	<b>-100.00%</b>
47800 - Miscellaneous Revenue	-	848	848	100.00%
<b>Total Investment and Other Income</b>	<b>-</b>	<b>848</b>	<b>848</b>	<b>100.00%</b>
<b>Total Revenues</b>	<b>142,169</b>	<b>147,140</b>	<b>4,971</b>	<b>3.50%</b>
55900 - Donations, Grants	5,000	-	(5,000)	-100.00%
<b>Total External Transfers</b>	<b>5,000</b>	<b>-</b>	<b>(5,000)</b>	<b>-100.00%</b>
58900 - Amounts Allocated from Other Departments	3,430	1,165	(2,266)	-66.05%
<b>Total Internal Allocations - Expense</b>	<b>3,430</b>	<b>1,165</b>	<b>(2,266)</b>	<b>-66.05%</b>
51100 - Office Supplies	500	-	(500)	-100.00%
51500 - Supplies - Membership and Special Events	60,000	44,994	(15,006)	-25.01%
51820 - Specialty Equipment	18,750	895	(17,855)	-95.22%
<b>Total Materials and Supplies</b>	<b>79,250</b>	<b>45,890</b>	<b>(33,360)</b>	<b>-42.10%</b>
53500 - Public Relations and Promotions	7,000	-	(7,000)	-100.00%
53510 - Advertising	25,000	10,265	(14,735)	-58.94%
53900 - Miscellaneous Services	500	224	(276)	-55.23%
<b>Total Miscellaneous Services</b>	<b>32,500</b>	<b>10,489</b>	<b>(22,011)</b>	<b>-67.73%</b>
50120 - Salaries and Wages - Part-Time	19,935	17,888	(2,047)	-10.27%
50500 - Canada Pension Plan - Employer Contribution	-	817	817	100.00%
50510 - Employment Insurance - Employer Contribution	-	396	396	100.00%
50750 - Mileage	-	123	123	100.00%
<b>Total Salaries, Wages, Benefits and Personnel Expenses</b>	<b>19,935</b>	<b>19,224</b>	<b>(711)</b>	<b>-3.57%</b>
51510 - Tax Write-Offs - Business Improvement Association	2,000	(21)	(2,021)	-101.06%
<b>Total Taxation Adjustments</b>	<b>2,000</b>	<b>(21)</b>	<b>(2,021)</b>	<b>-101.06%</b>
54200 - Communications - Telephone	-	41	41	100.00%
54300 - Insurance - Buildings	53	-	(53)	-100.00%
54320 - Insurance - General	-	36	36	100.00%
<b>Total Utilities, Insurance and Property Taxes</b>	<b>53</b>	<b>77</b>	<b>23</b>	<b>43.23%</b>
<b>Total Expenses</b>	<b>142,169</b>	<b>76,823</b>	<b>(65,346)</b>	<b>-45.96%</b>
<b>Net Total</b>	<b>(0)</b>	<b>70,317</b>	<b>70,317</b>	<b>100.00%</b>