



## Essex Centre BIA Board Meeting Minutes

March 8, 2022, 6:00 pm

Location: Essex Centre Sports Complex Barnette Room, 60 Fairview Ave. W, Essex ON

### Present:

Katie Blais, Chair  
Gregg Laframboise  
Rick Wilkinson, Vice Chair  
Kelly Baillargeon, Coordinator  
Tom Coke, Main Street Ambassador, Town of Essex

### Regrets:

Andrea Schinkel  
Joe Garon, Councillor

### 1. Call to Order

K. Blais called the meeting to order at 6:00 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 March 8, 2022

##### BIA22-03-001

Moved by G. Laframboise  
Seconded R. Wilkinson

**That** the published agenda for the March 8, 2022 Essex Centre BIA Board Meeting be adopted as presented.

**Carried**

### 4. Adoption of Minutes

#### 4.1. Essex Centre BIA Board Meeting Minutes for February 8, 2022

##### BIA22-03-002

Moved by R. Wilkinson  
Seconded by G. Laframboise

**That** the minutes of the Essex Centre BIA Board Meeting held February 8, 2022 be adopted as circulated.

**Carried**

## 5. Delegations

### 5.1. T. Coke, Main Street Ambassador, Town of Essex

A new position was created in Essex to help support local businesses along the main streets of Essex Centre and Harrow.

Tom Coke will work closely with the My Main Street Local Business Accelerator to assist local business owners to help them grow and develop, while also providing detailed market research, data and demographic analysis along with other supports.

Businesses involved in the program could also apply for funding of up to \$10,000 to help implement any improvements.

Total of 10 businesses within Essex (harrow included) 5 existing/5 new.

## 6. Correspondence

### 6.1. Treasurer's Report

Report was presented and is attached below.

### 6.2. Verbal Report from Council Representation

There were no verbal reports provided.

**BIA22-03-003**

Moved by K. Blais

Seconded by R. Wilkinson

**That** the Reports listed in agenda item 6 be received.

**Carried**

## 7. Marketing and Promotions

### 7.1. Valentine's Day Facebook Giveaway Review

Participants were encouraged to nominate a special someone or couple for a chance to win a prize package worth over \$500 from our local, small businesses.

2 winning couples were randomly selected and announced on Friday, February 11<sup>th</sup>.

Overall successful and increased social media participation.

A suggestion was given to chose and purchase prizes for each participating business to ensure an appropriate prize.

### 7.2. St. Patrick's Day "Hunt for Gold"

Participants are encouraged to visit our downtown Essex small businesses and look for a "Pot of Gold" sign for a chance to win \$100 worth of Downtown Dollars

10 people will win \$100 BIA dollars for a total of \$1000 and were asked to visit our businesses, take and post their selfies on our Facebook page which help to promote our members.

Winners will be announced on March 31<sup>st</sup>. Laminated signs were distributed among our members.

No purchase necessary to win.

### **7.3. Easter Egg Hunt**

A total of \$2,500 worth of downtown dollars will be randomly distributed in the downtown district for participants to find and redeem at participating stores.

### **7.4. BIA Swag**

Will receive quotes from local Essex businesses and will be presented to the board in April

### **7.5. Town of Essex Fun Fest**

\$2,500 will be allocated to sponsor the Essex Fun Fest Fireworks in 2022.

#### **BIA22-03-004**

Moved by R. Wilkinson

Seconded by G. Laframboise

**That** \$2,500 of Downtown Dollars be allocated to the Easter Promotion.

**Carried**

#### **BIA22-03-005**

Moved by R. Wilkinson

Seconded by G. Laframboise

**That** the Board sponsor the Town of Essex Fun Fest fireworks in the amount of \$2,500.

**Carried**

## **8. Beautification**

### **8.1. Essex Streetscape Branding**

D. Sweet from the Town of Essex has invited the board to attend a streetscape branding meeting on Thursday March 24, 2022 at 10:00 AM

Board members are asked to send their ideas via e-mail to Kelly

### **8.2. Industrial Park Signage Landscaping update**

Bellaire is sending a sketch and pricing for the proposed landscaping around the new BIA Industrial Park signs for the board to review.

Final sketch to be sent to Town for final approval of maintenance

#### **BIA22-03-006**

Moved by K. Blais

Seconded by G. Laframboise

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

## 9. Provincial Election 2022

### 9.1. All Candidates Meeting Essex Q&A request

St. Paul's in Essex is hosting a candidate's meeting for the upcoming Windsor Essex provincial election in May and have requested the board's input and to share the areas of concern affecting the local members.

### 9.2. Essex Business Concerns

To be discussed at next meeting.

**BIA22-03-007**

Moved by K. Blais

Seconded by R. Wilkinson

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

Carried

## 10. Administration

### 10.1. Constitution

To be discussed at the next regular meeting.

### 10.2. Board recruitment

Rick Wilkinson will be asking a couple businesses if they are interested.

### 10.3. Closing Libro Account

Katie Blais and Mary Anne Bjorkman need to go to Libro bank together and close this account. Libro will supply a cheque they will then be deposited into the RBC account.

**BIA22-03-008**

Moved by R. Wilkinson

Seconded by G. Laframboise

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

Carried

## 11. Member Correspondence

### 11.1. Requests

There were no requests noted at the meeting.

### 11.2. Changes

A verbal update was provided that Dollarama and YQG Crystals and Higher Vibes Creations, 46 Talbot Street North are slated to open in Spring 2022

### 11.3. Updates

There were no updates noted at the meeting

**BIA22-03-009**

Moved by K. Blais  
Seconded by R. Wilkinson

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

**Carried**

## **12. Adjournment**

**BIA22-03-010**

Moved by G. Laframboise  
Seconded by R. Wilkinson

**That** the meeting be adjourned at 8:10 PM.

**Carried**

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Acting Chair

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Recording Secretary

# Essex Town Centre - BIA

## Income Statement 01/01/2022 to 02/28/2022

### REVENUE

<b>Revenue</b>	
43800-Business Improvement Le...	78,644.73
57370-Tax Write Offs	0.00
Allocation from other department's	0.00
Win this space	0.00
<b>Total revenue</b>	<u>78,644.73</u>
<b>TOTAL REVENUE</b>	<u>78,644.73</u>

### EXPENSE

<b>Payroll expenses</b>		
50120-Wages	4,286.48	
50500-CPP expense	213.60	
50510-EI expense	94.88	
<b>Total Payroll Expense</b>		4,594.96
Office supplies		0.00
54200-Communications-Telepho...		258.14
Specialty equipment		0.00
53500-Public Relations & Promot...		12,086.20
53510-Advertising		0.00
Memberships		0.00
Insurance		0.00
Co-ordinator expense		0.00
51500-Misc (Supplies-Events)		0.00
BIA Dollars	0.00	
Digital Main Street Project	0.00	
Christmas Parade	0.01	
Mother Day - Father's Day	0.00	
Winter Downtown Dollar	0.00	
Halloween Parade	0.00	
Tree Lighting	0.00	
New Event Holder	0.00	
Movie Night	0.00	
Business Excellence Award Di...	0.00	
<b>51500-Total Special Events</b>		0.01
<b>Total operating expenses</b>		<u>16,939.31</u>
<b>TOTAL EXPENSE</b>		<u>16,939.31</u>
<b>NET INCOME</b>		<u>61,705.42</u>

# Actual vs Budget Year To Date by Costing Center

Costing Center 720 - Essex BIA

January 2022 To February 2022 (2 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	141,175	78,645	(62,530)	-44.29%
Total Amounts Added to Taxes and Special Levies	141,175	78,645	(62,530)	-44.29%
Interfund Transfers - Revenue				
49900 - Revenue Contribution from Reserve Funds	46,368	-	(46,368)	-100.00%
Total Interfund Transfers - Revenue	46,368	-	(46,368)	-100.00%
<b>Total Revenues</b>	<b>187,543</b>	<b>78,645</b>	<b>(108,898)</b>	<b>-58.07%</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	4,000	-	(4,000)	-100.00%
Total Internal Allocations - Expense	4,000	-	(4,000)	-100.00%
Materials and Supplies				
51100 - Office Supplies	500	-	(500)	-100.00%
51500 - Supplies - Membership and Special Events	60,000	-	(60,000)	-100.00%
51820 - Specialty Equipment	65,000	-	(65,000)	-100.00%
Total Materials and Supplies	125,500	-	(125,500)	-100.00%
Miscellaneous Services				
53500 - Public Relations and Promotions	7,000	1,668	(5,332)	-76.17%
53510 - Advertising	25,000	10,418	(14,582)	-58.33%
53900 - Miscellaneous Services	1,000	-	(1,000)	-100.00%
Total Miscellaneous Services	33,000	12,086	(20,914)	-63.38%
Salaries, Wages, Benefits and Personnel Expenses				
50120 - Salaries and Wages - Part-Time	18,000	4,286	(13,714)	-76.19%
50500 - Canada Pension Plan - Employer	-	214	214	100.00%
50510 - Employment Insurance - Employer	-	95	95	100.00%
Total Salaries, Wages, Benefits and Personnel Expenses	18,000	4,595	(13,405)	-74.47%
Taxation Adjustments				
57370 - Tax Write-Offs - Business Improvement	2,000	-	(2,000)	-100.00%
Total Taxation Adjustments	2,000	-	(2,000)	-100.00%
Utilities, Insurance and Property Taxes				
54200 - Communications - Telephone	-	258	258	100.00%
54300 - Insurance - Buildings	-	-	-	0.00%
54320 - Insurance - General	43	-	(43)	-100.00%
Total Utilities, Insurance and Property Taxes	43	258	215	499.98%
<b>Total Expenses</b>	<b>187,543</b>	<b>16,939</b>	<b>(170,604)</b>	<b>-90.97%</b>
<b>Net Total</b>	<b>-</b>	<b>61,705</b>	<b>61,705</b>	<b>100.00%</b>