



Essex Centre BIA Board Meeting Minutes

Tuesday, February 27, 2024, 6:00pm

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

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.

Present: Stephanie Winger, Chair
Kim Dennison, Vice Chair
Gregg Laframboise, BIA Board Member
Kelly Baillargeon, Coordinator
Nelson Silveira, Manager, Economic Development, Town of Essex
Andrea Schinkel, Schinkels' Meat Market
Mesba Qasim, Essex Libro Credit Union

Regrets: Jelena Adzic, Treasurer
Greg Schinkel, BIA Board Member
Katie McGuire-Blais, Ward 1 Councillor

1. Call to Order

The Chair called the meeting to order at 6:03pm

2. Land Acknowledgement

We acknowledge that this land is the traditional territory of the Three Fires Confederacy of First Nations (comprised of the Ojibway, the Odawa, and the Potawatomi Peoples), and of the Huron-Wendat Peoples. We value the significant historical and contemporary contributions of local and regional First Nations and all of the Original Peoples of Turtle Island who have been living and working on the land from time immemorial.

3. Declarations of Conflict of Interest

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

4. Adoption of Published Agenda

4.1. Essex Centre BIA Board Meeting Agenda for February 27, 2024

BIA24-02-001

Moved by K. Dennison

Seconded by G. Laframboise

That the published agenda for the February 27, 2024 Essex Centre BIA Board Meeting be adopted as presented.

Carried

5. Adoption of Minutes

5.1. Essex Centre BIA Board Meeting Minutes for January 23, 2024

BIA24-02-002

Moved by G. Laframboise

Seconded by K. Dennison

That the minutes of the Essex Centre BIA Board Meeting held January 23, 2024 be adopted as circulated.

Carried

6. Correspondence

6.1. Treasurer's Report- 2024 Budget Review

The Board reviewed the attached Treasurer's Report.

6.2. Written Report form Council Representative

Councillor McGuire-Blais provided the following written report:

- Essex Town council approved the submission of an application for the Ontario's Rural Economic Development (RED) program which will be used to hire a business ambassador to assist with small business grant writing, digital training etc.;
- Mayor Bondy and Councillor Katie McGuire-Blais walked through the downtown core to pick up garbage;
- Would like to encourage our small businesses to keep the area in front of their business, tidy especially now with the new tree guards which tent to collect trash;
- Suggests that the BIA create an initiative to help deal with the increased garbage on the main streets in Essex. An idea would be to host garbage pickups every 6 weeks and provide coffee, hot chocolate and a snack to volunteers. Possibly an idea for those youth looking for volunteer hours. The town does not have the resources to staff people to walk around and pick up garbage;
- The Sip n' Shop committee met and would like to formally invite the BIA to once again provide sponsorship as well as providing \$500 worth of BIA Downtown Dollars for the grand prize winner of the event passport program;
- The Sip n' Shop committee would like to offer shopping bags to shoppers and would like to know if the BIA would like to supply 400 of them. These bags would have the BIA logo on them. This decision needs to be made soon as bags could take up to 8 weeks for delivery;
- The Sip n' Shop committee will be limiting the number of guests this year to 600 but increasing the ticket price from \$30- \$35

BIA24-02-003

Moved by K. Dennison

Seconded by G. Laframboise

That the correspondence listed in Agenda Item 6 be received.

Carried

7. Appointment to the Board of Directors

7.1. Nomination of the Board Chair

Stephanie Winger was nominated as Board Chair and accepted the nomination.

BIA24-02-004

Moved by K. Dennison

Seconded by G. Laframboise

That Stephanie Winger be appointed as Board Chair.

Carried

7.2. Nomination of the Vice-Chair

Kim Dennison was nominated as Board Vice-Chair and accepted the nomination.

BIA24-02-005

Moved by K. Dennison

Seconded by G. Laframboise

That Kim Dennison be appointed as Vice Chair.

Carried

8. Membership

8.1. Member Requests

Several businesses have expressed interest in hosting a "Hop n' Shop" event on Thursday, March 28, 2024. Businesses will stay open until 8pm. They are requesting that the BIA provide entertainment and/or giveaways during the event to encourage added participation. Eight businesses have confirmed their participation thus far.

8.2. New Businesses/Closing/Change of location

The Broeckel Clinic Ribbon Cutting March 11, 9:30am located at 22a Centre Street, Essex.

Tagged it Paper Co. has rebranded and renamed their business to Souleggy. The website directory has been updated.

SX Communication is moving to new location.

Wendy's Fast food restaurant chain have erected a "coming soon" sign in the Essex Centre, however no site plan has been submitted.

BIA24-02-006

Moved by K. Dennison

Seconded by G. Laframboise

That the Member Updates listed in Agenda Item 8 be received.

Carried

9. Marketing and Promotions

9.1. Dine Essex Promotional Commercial Production

We have launched a new marketing campaign and have chosen four local restaurants to be prominently featured in our inaugural advertisement, showcasing the excellence within our downtown Essex community.

"Dine Essex" is a 60-second ad highlighting the best of our town through several featured businesses. The goal is to drive traffic to Essex by showcasing each establishment's unique offerings. With strategic promotion throughout Essex County, this opportunity provides significant regional exposure, benefiting our businesses and contributing to town wide promotion.

The four highlights businesses that will be featured in the first campaign are; Billy's Taphouse, Desi Fusion Essex, Brenko's House of Pizza and Acorn and Oak Coffee Company.

9.2. Valentine's Day Promotion Update

The promotion began in February and was hosted on Facebook. Five couples were randomly chosen and won \$100 worth of prizing from our downtown businesses. Prizing was delivered to the winners on February 13.

9.3. Spring Downtown Dollar Fall Campaign

RBC Essex have suggested hosting the Spring 2024 sale on Tuesday, May 28 or Tuesday, June 4. The BIA board would like to host the sale on Tuesday, May 28. Kelly will follow up with the RBC Manager.

9.4. Mother's and Father's Day Promotion

The Mother's Day promotion will run from May 5 until May 10. Five mothers will be chosen to win gift certificates from BIA businesses.

The Father's Day promotion will run from June 9 until June 14. Five fathers will be chosen to win gift certificates from BIA businesses,

9.5. Website Update

Kelly continues to work with Aaron from WP Web & Print Boutique, building the membership directory and content for the site.

BIA24-02-007

Moved by K. Dennison

Seconded by G. Laframboise

That the Marketing and Promotions updates listed in Agenda Item 9 be received.

Carried

10. Events

10.1. Downtown Essex Hop n' Shop

Kelly will reach out to the membership to gauge their interest and create a promotion campaign accordingly. The "Hop n' Shop" event is tentatively scheduled for Thursday, March 28 from 5pm-8pm. The BIA will supply downtown dollars and hire a character to visit the participating locations.

BIA24-02-009

Moved by K. Dennison

Seconded by G. Laframboise

That \$1,000 be allocated to the Hop n' Shop event for the purchase of Downtown Dollars and entertainment expenses.

Carried

10.2. Spring Downtown Street Event

To be determined at the later date.

10.3. Soap Box Derby

Kelly has been on contact with Scott Windram, Chairman of the Windsor Essex Soapbox Derby Association and Jake Morassut, Community Services Director, Town of Essex about hosting a Soapbox Derby in downtown Essex on Saturday, August 17, with a rain date of Sunday, August 18, 2024. The Windsor Essex Soapbox Derby Association have submitted a sponsorship request to the BIA Board.

10.4. BIA Business Mixer

A business mix and mingle to be hosting in late April at Billy's Taphouse. Kelly to confirm.

10.5. BIA Business Excellence Awards

The Harrow Chamber of Commerce is interested in partnering with the Essex BIA Board to host a joint Business Excellence Awards for both communities.

Kelly to reach out to their board chair to discuss options.

BIA24-02-010

Moved by K. Dennison
Seconded by G. Laframboise

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

Carried

11. Beautification

11.1. Street Banner Installation

The BIA Banners are set to be installed in the downtown core in 7-8 weeks.

The Essex Legion Branch 201 is embarking on a project called, Salute to our Veterans and would let to install banners on the street poles during the month of November. They have invited members of our board to meet to discuss the project.

The BIA Board would like to request that the town of Essex implement a banner policy and will be reaching out to town council for further discussion and direction.

11.2. Future Projects

Applications are now open for ***My Main Street***, a \$15-million Government of Canada investment, through the Federal Economic Development Agency for Southern Ontario to continue to support main street businesses and communities across southern Ontario.

The board will be researching ideas and reporting back to the board on projects and community activations that we could implement in the downtown core. Some ideas that were brought to the table were street markets, murals, music festival, parkette improvements, Heritage pavilion improvements, additional lighting etc.

BIA24-02-011

Moved by K. Dennison
Seconded by G. Laframboise

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

Carried

12. Governance

12.1. Constitution Update

A draft on an updated Essex Centre BIA constitution has been submitted to the Legal and Legislative Services at the Town of Essex, for review and suggestions.

BIA24-02-012

Moved by K. Dennison

Seconded by G. Laframboise

That the Governance updates listed in Agenda Item 12 be received.

Carried

13. Adjournment

BIA24-02-013

Moved by G. Laframboise

Seconded by K. Dennison

That the meeting be adjourned at 8pm.

Stephanie Winger – Chair

Kelly Baillargeon –Recording Secretary

2024 Budget vs. 2024 Actual TYD

2024
Budget

Notes '2024 Budget'

2024
Actual

REVENUES

Amounts Added to Taxes and Special Levies
43800-Business Improvement Levy (1st)
43800-Business Improvement Levy (2nd) Receive June 2024
43800-Business Improvement Levy Final Adjustments
Total Amounts Added to Taxes and Special Levies

\$	78,000
\$	78,000
\$	156,000

\$	83,102
\$	83,102

a1
a2
a3
a20

Investment and Other Income
49900-Revenue Contribution from Reserve (From 2023)
Total Investment and Other Income

\$	-
\$	-

b1
b2

TOTAL REVENUE

\$ 156,000

\$ 83,102

b20

EXPENSES

External Transfers
55900-Donations Grants
Total External Transfers

\$	500
\$	500

\$	-
\$	-

c1
c20

Salaries, Wages, Benefits and Personal Expenses (BIA Coordinator) 58900
50120-Wages
50500-CPP expense
50510-EI expense
Total Salaries, Wages, Benefits and Personal Expenses

\$	28,000
\$	1,400
\$	650
\$	30,050

\$	2,143
\$	112
\$	50
\$	2,305

d1
d2
d3
d20

Materials and Supplies
51100-Office Supplies
Total Materials and Supplies

\$	1,000
\$	1,000

\$	-
\$	-

e1
e20

51500-Supplies-Memberships and Special
Ribbon Cutting/Grand Openings
BIA Downtown Dollars (Spring Campaign)
BIA Downtown Dollars (Moonlight Madness Event)
BIA Downtown Dollars (Winter Campaign)
BIA Downtown Dollars - (Printable materials)
Halloween Parade (Candy & Volunteer Pizza)
Community Tree Lighting (Donation to Salvation Army)
Movie Night (August and October)
Business Excellence Award
OBIAA Annual Membership
OBIAA Annual Mtg, Travel & Ent
Meeting Snacks - Monthly Essex Centre BIA
Working Board Meetings (Dinner and Xmas appreciation)
AGM (Annual General Meeting)
Total Supplies-Memberships and Special

\$	500
\$	10,000
\$	500
\$	15,000
\$	1,000
\$	1,250
\$	100
\$	1,000
\$	1,500
\$	300
\$	2,500
\$	500
\$	1,250
\$	1,000
\$	36,400

\$10K BIA spend will give \$50K in bucks!

\$15K BIA spend will give \$75K in bucks!

\$	-
\$	-
\$	750
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	281
\$	1,032
\$	-
\$	-
\$	-
\$	2,063

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f8
f9
f10
f12
f13
f20

51820-Specialty Equipment & Capital Projects
Street Scape Xmas Lights -
Murals (Blimeys/Heritage Park)
Industrial Park Signage Updates
Website
Downtown Xmas Lighting - Snow flake fixing, town hall tree lights
BIA Signage/Flag poles
Planters - Fall
Planters - Winter
Total Specialty Equipment & Capital Projects

	Postponed
	Postponed
\$	150
\$	3,000
\$	650
\$	2,000
\$	2,000
\$	11,000
\$	18,800

	Postponed
	Postponed
\$	-
\$	-
\$	-
\$	-
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\$	-
\$	-

g2
g4
g8
g9
g5
g6
g7
g20

53500-Public Relations and Promotions
Swag BIA Print & Promos
Valentines Day (Feb)
St. Patricks Day (Mar)
Easter (Apr)
Mothers Day (May)
Fathers Day (Jun)
Fun Fest Sponsor Sip & Shop, Wine Mixer
Small Business Week
Christmas Parade (Dec)
Santa's Village (Dec)
Total Public Relations and Promotions

\$	2,000
\$	600
\$	200
\$	600
\$	1,000
\$	1,000
\$	3,500
\$	350
\$	13,000
\$	3,000
\$	25,250

\$	-
\$	-
\$	-
\$	-
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\$	-

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h6
h20

53510-Advertising
Digital Media - Dine, Shop, Explore Campaign
Digital Media - Business commercial video spots (12 ads, each at \$625)
Digital Media - New Footage and Content for Website
Print Ads - Profiler (12 ads, 1 business per month)
Print Ads - Event Ads, 3 per year)
Social Media Boosting Ads on FB & Instagram
Website Hosting, domain renewal (Oliver Marketing)
Mail Chimp
Adobe License
Essex Food Bank Van Advertising
Canva (graphic design)
Holiday Lights Tour Prizing (Partnership with ACT Committee)
Total Advertising

\$	5,000
\$	9,000
\$	3,000
\$	6,000
\$	1,500.00
\$	1,500.00
\$	200.00
\$	350.00
\$	350.00
\$	300.00
\$	150.00
\$	1,000.00
\$	28,350

\$	1,654
\$	-
\$	-
\$	494
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-
\$	-

j1
j2
j3
j4
j5
j6
j7
j8
j9
j10
j20

Taxation Adjustments
57320-Tax Write Offs- Charities, Low Inc.
57370- Tax Write Offs- BIA
Tota Taxation Adjustments

\$	-
\$	300
\$	300

\$	-

k1
K3
k2

Utilities, Insurance and Property Taxes, Miscellaneous Services
54200-Communications-Telephone (Empire, Kelly's phone)
54320-Insurance General
50750-Mileage
53900-Miscellaneous Services
Total Utilities, Insurance and Property Taxes, Miscellaneous Services

\$	1,000
\$	50
\$	750
\$	250
\$	2,050

\$	-
\$	-
\$	-
\$	-
\$	-
\$	-

m1
m2
m3
m4
m5

TOTAL EXPENSES

\$ 142,700

\$ 6,515

n1

NET INCOME

\$ 13,300

\$ 76,588

p1

RESERVE EARNINGS (UP TO 2022)

\$ 166,211

\$ 180,000

q1

Funding Balance of Capital Projects
New washrooms at Heritage Gardens (*1), Pulled from 2022 budget
Street Scape Banners
Total Funding Balance of Capital Projects

\$	45,000
\$	50,000
\$	95,000

\$	-

q2
q3
q4

BALANCE RESERVE EARNINGS

\$ 71,211

\$ 180,000

q5

RUNNING CASH BALANCE
(INCLUDING RESERVE)

\$ 84,511

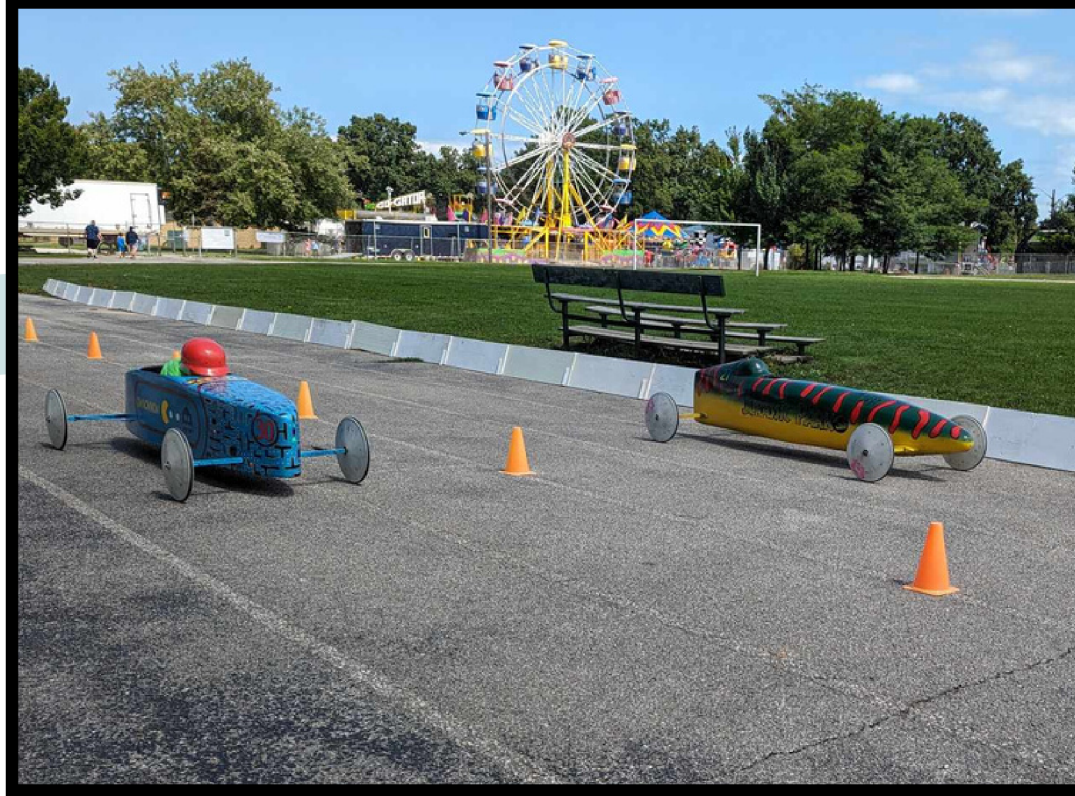
\$ 256,588

r1

Event Sponsorship 2024



Unlocking the
Potential of the Next
Generation through
STEM-related
Principles and Youth
Racing



Contact

Scott Windram : Founder / Chairman

Phone : (519) 567-3130

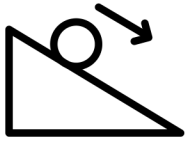
E-mail : info.wesda@gmail.com

Socal : <https://www.facebook.com/groups/wesda>

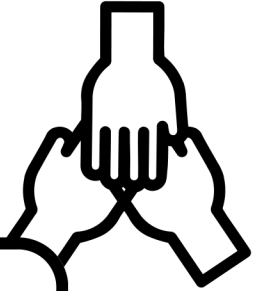
Website : <https://www.wesda.ca>

Address : 1673 Shawnee Rd Tecumseh On. N8N1S4





Windsor-Essex Soapbox Derby Association



About Us

Join the Windsor – Essex Soapbox Derby Association (WESDA), a non-profit youth sports organization founded in early 2023. We're dedicated to fostering sportsmanship, teamwork, a healthy lifestyle, family bonding, and STEM education through the heart-pounding action of gravity racing.

Since the early 1950s, soapbox derby racing has been a beloved tradition in Windsor-Essex. After several years' hiatus, we are thrilled to announce that we have brought it back to Windsor Essex county.

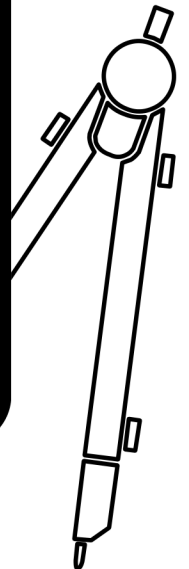
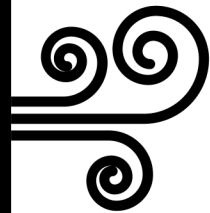
Our Triumph in 2023



After a thrilling race to the finish line in 2023 with events where we proudly participated at Windsor's Meet the Machine and races held at the Cornfest in Tecumseh, and the Children's Festival in Windsor, we are energized and ready for an even more exhilarating 2024 season. This year, we're taking it up a notch by looking too expanding our race locations, with the possibility of more exciting locations for our soapbox derby events. Stay tuned as we gear up for a season that promises more action, more fun, and more opportunities for the entire community to come together.

This is how we will roll

We're proud to announce the addition of a brand new race trailer and finish line structure. Construction started in early 2023 on these state-of-the-art enhancements, promising to elevate our racing events to new heights. With our finish line structure playing a vital role in our events, featuring track sensors and advanced finish line cameras for replays, these additions will not only ensure accurate race results but also bring added excitement for participants and spectators.



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Supporting our Youth and Community

WESDA is deeply committed to community involvement, actively participating in a diverse range of events throughout the year. Such as "Meet a Machine," where we offer hands-on experiences for community members. We also take immense joy in contributing to Children's Festivals, Fairs, Parades, and Halloween events, fostering a sense of joy and togetherness within our local neighborhoods.



Your sponsorship not only contributes to the thrill of the race but also plays a vital role in fostering sportsmanship, teamwork, and STEM education within our community. As a sponsor, your brand will be prominently featured, showcasing your commitment to the development of our youth and the betterment of Windsor – Essex.

Be a Driving Force

We invite Your Company/Organization to be a crucial part of this exhilarating journey. Your support ensures the success of our events, providing young racers with essentials like customized one-of-a-kind trophies, race day t-shirts, and refreshments. By partnering with us, you're not just supporting an event; you're investing in the dreams and aspirations of our young racers. Your contribution helps create unforgettable memories and enjoyable experiences.



Join Us in the Winner's Circle

Become a sponsor and join us at the winner's circle of community engagement.

In 2024, we have some compelling plans for the upcoming soapbox derby events. We are thrilled to offer a limited number of race cars as part of your sponsorship package. Not only will the sponsoring company or organization receive thanks for helping us put on a spectacular event, but if you choose to be one of our lucky car sponsors, you can also have your own designated driver roll their way to the finish line. Alternatively, you can choose to be a community sponsor and provide a community member with the chance to be your favorite driver! Furthermore, each car sponsor will play a role in sponsoring a WESDA community car where their logos will be placed on a car for WESDA to invite a community member to try this experience. Think of it as a win-win.



FINISH

Community Giving

We are hopeful this year after all our expenses, to spread joy by raffling off a Soapbox Derby Car to a lucky Windsor Essex resident this holiday season. A portion from each sponsorship will contribute to this heartwarming initiative, by building a small pot to be able each year to bring this opportunity to one lucky family's holiday season while continuing to grow our sport. While we're still aligning all the details to this offering, we're hopeful to bring this opportunity to light in 2024.



Fast-Track to Success

As we take pride in being part of Windsor Essex, the automotive capital of Canada, we recognize the rich heritage and passion for excellence that defines our community. The roaring engines, the precision of design, and the pursuit of innovation are ingrained in our local DNA.

Our soapbox derby events not only revitalize the spirit of racing but also serve as a spark for the future engineers and innovators among us. In the heart of the automotive hub, we aim to ignite a passion for excellence that transcends generations.

As we propel soapbox derby cars down the track, we're also propelling the dreams of aspiring engineers, mechanics, and automotive enthusiasts. Your support not only fuels our events but also fuels the aspirations of those who may one day contribute to the legacy of automotive excellence in Windsor Essex county.

Join us in fostering a community where the thrill of racing converges with the pursuit of STEM excellence. Be a driving force in shaping the future of Windsor Essex – where passion meets innovation, and dreams accelerate towards a horizon of endless possibilities.



1ST



Sponsorship Benefit Options



Title/event Sponsor

Exclusive Sponsorship Level for Towns, Municipalities, Festivals, and Event Hosts

\$1000

1. event named after the organization / event
2. event name on one of a kind trophy
3. Include your branded merchandise and unique products at your race.
4. Large logo on portable signage at all WESDA events.
5. Large logo on race day shirt.
6. Social media mentions (Facebook and www.wesda.ca)
7. Announcement on Derby Day over the PA system.

Race car sponsorship

Limited availability. Contact us for more details regarding this sponsorship package and the details that go along with sponsoring a car. This is a first-come, first-served opportunity.

First year
\$900
Returning years
\$800

1. Provided a super stock soapbox derby car for use annually.
2. Extra Large logo on the provided car
3. Include your branded merchandise and unique products.
4. Large logo on portable signage at all WESDA events.
5. Large logo on race day shirt.
6. Social media mentions (Facebook and www.wesda.ca)
7. Announcement on Derby Day over the PA system.

Gold sponsorship: Multiple Available

\$600

1. Include your branded merchandise and unique products.
2. Medium logo on portable signage at all WESDA events.
3. Medium logo on race day shirt.
4. Social media mentions (Facebook and www.wesda.ca)
5. Announcement on Derby Day over the PA system.

Silver sponsorship: Multiple Available

\$400

1. Small logo on portable signage at all WESDA events.
2. Small logo on race day shirt.
3. Social media mentions (Facebook and www.wesda.ca)
4. Announcement on Derby Day over the PA system.

Bronze sponsorship: Multiple Available

\$200

1. (Text only) Name on portable signage at all WESDA events.
2. (Text only) Name on race day shirt.
3. Social media mentions (Facebook and www.wesda.ca)
4. Announcement on Derby Day over the PA system.

At the time of printing/or delivery, there may have been revisions regarding the availability of certain sponsorship. Due to the possibility of this document being distributed in multiple handouts, these spots will be allocated on a first-come, first-served basis. Please reach out to us if you would like to check availability.



Sponsorship Form 2024

Please fill out the following information to express your interest in sponsoring our organization and events. Your generous support will greatly contribute to our mission and objectives. We are a not-for-profit organization. All proceeds benefit the WESDA Children & Youth Soapbox Derby Program. A PDF version is available by email upon request. Please inquire at info.wesda@gmail.com Thank you for considering sponsorship!

Contact Information:

Organization/Company: _____

Sponsor/Company Address: _____

Contact Name: _____ Telephone #: _____

Email: _____ Title: _____

Sponsorship level:

Please specify the Sponsorship you are willing to contribute, see the benefits page for break down of packages.

Title ☐ car ☐ Gold ☐ Silver ☐ Bronze ☐

Payment Details:

- ☐ Check Payable to [Windsor – Essex Soapbox Derby Association]
 - ☐ Check Enclosed
 - ☐ Option of picking up the donation in person at your convenience
- ☐ Bank Transfer (Please contact us for account details)
- ☐ Email Transfer (info.wesda@gmail.com)
(for Email Transfer please include in the notes "sponsorship level and company name")

Logo or Design:

Please provide your logo or design to be used in PNG format if it's available on your website. If applicable, kindly provide the link and location on your website.

Web Address: _____

Signature:

By signing below, I confirm that all the information provided is accurate, and I agree to the promotions outlined on the sponsorship benefits page.

Signature: _____ Date: _____

Thank you for your support! We will be in touch shortly to discuss the sponsorship details further.

Windsor – Essex Soapbox Derby Association (WESDA)

1673 Shawnee Rd, Tecumseh, ON N8N-1S4

www.wesda.ca

<https://www.facebook.com/groups/wesda>

info.wesda@gmail.com

(519)567-3130

