



Essex Centre BIA Board Meeting Minutes

February 8th, 2022, 6:00 pm

Location: Hybrid/Electronic meeting

Present:

Katie Blais
Stephanie Winger
Gregg Laframboise
Andrea Schinkel
Rick Wilkinson
Kelly Baillargeon, Coordinator
Doug Sweet, CAO
Kevin Girard, Director, Infrastructure Services

Regrets: N/A

Absent: Joe Garon, Councillor

1. Call to Order

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

1. Declarations of Conflict of Interest

There were no conflicts of interest noted at this time.

2. Adoption of Published Agenda

2.1. Essex Centre BIA Board Meeting Agenda for February 8th, 2022

BIA22-02-001

Moved by R. Wilkinson

Seconded by S. Winger

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

Carried

3. Adoption of Minutes

3.1. Essex Centre BIA Board Meeting Minutes for January 11th, 2022

BIA22-02-002

Moved by R. Wilkinson

Seconded by S. Winger

That the minutes of the Essex Centre BIA Board Meeting held January 11th, 2022 be adopted as circulated.

Carried

4. Delegations

4.1. D. Sweet, C.A.O. Essex & K. Girard, Director, Infrastructure Services, Essex

- Introductions
- Essex Downtown Street Scape Update
 - Project will begin spring 2022
 - Project is scheduled to be finished winter 2022

- Town unsure if entire road will be closed at the same time or if it will be done in sections
- Town will give businesses 2 weeks notice before construction begins.
- Town will do their best to direct shoppers to public parking
- Looking to market the construction project. Brainstorming meeting to come

5. Correspondence

5.1. Treasurer's Report

BIA22-02-003

Moved by S. Winger

Seconded by G. Laframboise

That the reports be received.

Carried

5.2. Report from Council Representation

No representation from council was present

6. Marketing and Promotions

6.1. Winter/Spring Downtown Dollar Program date

- We will start the Spring program a few weeks before downtown construction starts, hoping to draw business downtown during construction.

6.2. Welcome Packages Update, printing and distribution

- Files are printed. Waiting on the insides to be printed, COVID has the printing company short paper. Hoping to have packages ready to distribute March/April

6.3. BIA Swag

- Pens and recycle bags have been quoted out. Waiting on quotes for notepads.

6.4. BIA Calendars

- An idea for BIA swag for the 2022 Christmas Holiday
- possibly sell advertising space to BIA members to distribute to residents of Essex.
- How many do we purchase? 500 will give less than 100 per store to distribute.
- How do we choose what companies to add to the calendar?
- We will discuss more in March meeting

BIA22-02-004

Moved by G. Laframboise

Seconded by A. Schinkel

That the updates listed in Agenda Item 6 be received.

Carried

7. Beautification

7.1. Essex Streetscape Update

7.2. Welcome Essex BIA Industrial Park Signage update

- Sign is complete. All business names are on and spelt correctly.
- Would like to look into adding landscaping to the area to help with the look of the entrances of the Industrial Park. Kelly will look into seeing who owns the land and who maintains the property.

7.3. BIA Community Groups Welcome Sign Update

- The Community Sign coming into town belongs to the BIA and the BIA supplies the signs that go on this Community Sign
- The Scouts are asking to have their sign added as this is their 100th anniversary
- A quote has been submitted to Colenutt Signs to see the cost to get the sign made and installed

- The BIA would like to review this Community Sign and see if it needs more updating.
- It has been suggested we look into talking to the owners of the vacant buildings in the downtown area and see if we can put up signs or paint windows so they look more inviting and easier on the eyes of guests walking the streets.
- We will look into pricing for signs or a painter so we can decide as a board how much we are willing to spend on this project and then we will work on contacting building owners to see who might be interested.

BIA22-02-005

Moved by A. Schinkel

Seconded by R. Wilkinson

That the updates listed in Agenda Item 7 be received.

Carried

8. Events

8.1. Valentine’s Day Giveaway

- There have been many entries and a lot of traffic to the site for the giveaway. A winner will be randomly selected next week

8.2. St. Patrick’s Day “Hunt for Gold”

- Pots of Gold or St. Patrick’s themed pictures will be distributed to store. People can find them and take a selfie with the image and upload it to our Facebook page to get an entry into a give away to win \$100 BIA bucks.
- Kelly will come up with some kind of design, and instructions for stores.
- Katie will print and laminate the images to distribute

8.3. Easter Egg Hunt

- This was a success last year and we are looking to run the same event this year.

BIA22-02-006

Moved by A. Schinkel

Seconded by R. Wilkinson

That the updates listed in Agenda Item 8 be received.

Carried

9. Administration

9.1. Constitution

- The constitution was last updated in 2012 and is in need of revision.
- The board will be reviewing and will forward any suggested changes/updates to the Town for approval.

BIA22-02-007

Moved by A. Schinkel

Seconded by R. Wilkinson

That a current, revised BIA Board constitution with suggested updates be send to the Town of Essex for approval.

Carried

9.2. Financial

- It has been requested that a BIA credit card be issued to the current coordinator in order to cover ongoing petty cash, purchasing needs of the board and to streamline the current processes.
- A request will be forwarded to the Town administration for approval

BIA22-02-008

Moved by A. Schinkel

Seconded by G. Laframboise

That a BIA credit card request be forwarded to the Town of Essex Director of Corporate Services for approval.

Carried

9.3. Board Roles

Currently looking to fill the administrative roles of the board for the remainder of the current term, as past members have recently resigned/retired from the board.

The board has appointed the follow and their respective roles; Katie Blais, Chair; Gregg Laframboise, Treasurer; Rick Wilkinson, Vice Chair; Andrea Schinkel, Secretary.

BIA22-02-009

Moved by A. Schinkel

Seconded by G. Laframboise

Recommendation to Council: Katie Blais, Gregg Laframboise, Rick Wilkinson, and Andrea Schinkel be appointed to their administrative roles for the Essex Centre Business Improvement Area Board effective immediately.

Carried

9.4. Board recruitment

- We are currently looking to fill 3 positions on the board. We are asking all board members to reach out and see if there is any interest in the community.

BIA22-02-010

Moved by S. Winger

Seconded by R. Wilkinson

That the updates listed in Agenda Item 9.4 be received.

Carried

10. Member Correspondence

10.1. Requests- N/A

10.2. Changes- N/A

10.3. Updates- N/A

BIA22-02-011

Moved by S. Winger

Seconded by G. Laframboise

That the updates listed in Agenda Item 10 be received.

Carried

11. Adjournment

BIA22-02-012

Moved by S. Winger

Seconded by R. Wilkinson

That the meeting be adjourned at 8:10 pm.

12. Future Meetings

2022 tentative meeting schedule

March 8th

April 12th

May 10th

June 14th

July 12th

August 9th

September 13th

Acting Chair

Recording Secretary

Actual vs Budget Year To Date by Costing Center

Costing Center 720 - Essex BIA

January 2021 To December 2021 (12 Months)

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

	Budget	YTD Actual Cost	Variance Over/Under	Percentage Variance
Revenues				
Amounts Added to Taxes and Special Levies				
43800 - Business Improvement Area Levy - Ward 1	140,001	146,305	6,304	4.50 %
Total Amounts Added to Taxes and Special Levies	140,001	146,305	6,304	4.50 %
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 %
Total Revenues	142,169	147,153	4,984	3.51 %
Expenses				
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	1,593	(1,837)	-53.54 %
Total Internal Allocations - Expense	3,430	1,593	(1,837)	-53.54 %
Materials and Supplies				
51100 - Office Supplies	500	-	(500)	-100.00 %
51500 - Supplies - Membership and Special Events	60,000	47,022	(12,978)	-21.63 %
51820 - Specialty Equipment	18,750	9,454	(9,297)	-49.58 %
Total Materials and Supplies	79,250	56,476	(22,774)	-28.74 %
Miscellaneous Services				
53500 - Public Relations and Promotions	7,000	699	(6,301)	-90.01 %
53510 - Advertising	25,000	12,536	(12,464)	-49.86 %
53900 - Miscellaneous Services	500	224	(276)	-55.23 %
Total Miscellaneous Services	32,500	13,459	(19,041)	-58.59 %
Salaries, Wages, Benefits and Personnel Expenses				
50120 - Salaries and Wages - Part-Time	19,935	22,590	2,655	13.32 %
50500 - Canada Pension Plan - Employer	-	1,040	1,040	100.00 %
50510 - Employment Insurance - Employer	-	500	500	100.00 %
50750 - Mileage	-	193	193	100.00 %
Total Salaries, Wages, Benefits and Personnel Expenses	19,935	24,323	4,388	22.01 %
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	-	49	49	100.00 %
54300 - Insurance - Buildings	53	-	(53)	-100.00 %

Actual vs Budget Year To Date by Costing Center

Actual vs Budget Year To Date by Costing Center

54320 - Insurance - General	-	36	36	100.00 %
Total Utilities, Insurance and Property Taxes	53	85	31	58.46 %
Total Expenses	142,169	95,914	(46,254)	-32.53 %
Net Total	-	51,238	51,238	100.00 %

Actual vs Budget Year To Date by Costing Center