



Essex Centre BIA Board Meeting Agenda

February 8th, 2022, 6:00 pm

Location: Hybrid/Electronic meeting

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.

1. Call to Order

2. Declarations of Conflict of Interest

3. Adoption of Published Agenda

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

Moved by _____

Seconded by _____

That the published agenda for the February 8th, 2022

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

4. Adoption of Minutes

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

Moved by _____

Seconded by _____

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

5. Delegations

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

5.1.1. Introductions

5.1.2. Essex Downtown Street Scape Update

6. Correspondence

6.1. Treasurer's Report

6.2. Report from Council Representation

Moved by _____

Seconded by _____

That the Reports be received.

7. Marketing and Promotions

7.1. Winter/Spring Downtown Dollar Program date

7.2. Welcome Packages Update, printing and distribution

7.3. BIA Swag

7.4. BIA Calendars

Moved by _____

Seconded by _____

That the updates listed in Agenda Item 7 be received.

8. Beautification

8.1. Essex Streetscape Update

8.2. Welcome Essex BIA Industrial Park Signage update

8.3. BIA Community Groups Welcome Sign Update

Moved by _____

Seconded by _____

That the updates listed in Agenda Item 9 be received.

9. Events

- 9.1. Valentine’s Day Giveaway
- 9.2. St. Patrick’s Day “Hunt for Gold”
- 9.3. Easter Egg Hunt

Moved by _____
 Seconded by _____

That the updates listed in Agenda Item 10 be received.

10. Administration

- 10.1. Constitution
- 10.2. Financial
- 10.3. Board Roles
- 10.4. Board recruitment

Moved by _____
 Seconded by _____

That the updates listed in Agenda Item 10 be received.

11. Member Correspondence

- 11.1. Requests
- 11.2. Changes
- 11.3. Updates

Moved by _____
 Seconded by _____

That the updates listed in Agenda Item 11 be received.

12. Adjournment

Moved by _____
 Seconded by _____

That the meeting be adjourned at _____ .

13. Future Meetings

2022 tentative meeting schedule

- March 8th
- April 12th
- May 10th
- June 14th
- July 12th
- August 9th
- September 13th



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 24th, 2021

BIA22-01-002

Moved by A. Schinkel

Seconded by S. Winger

That the minutes of the Essex Centre BIA Board Meeting held November 24th, 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 8th

March 8th

April 12th

May 10th

June 14th

July 12th

August 9th

September 13th

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
REVENUE			
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
Total revenue	146,313.44	143,001.25	2.32
TOTAL REVENUE	146,313.44	143,001.25	2.32
EXPENSE			
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
Total payroll expense	19,100.60	9,793.89	95.03
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
Total special events	42,666.31	15,707.16	171.64
Total operating expenses	75,996.21	45,741.01	66.14
TOTAL EXPENSE	75,996.21	45,741.01	66.14
NET INCOME	70,317.23	97,260.24	-27.70

*Cheques requested
but not issued
Essex Free Press*

Kelly for phone & supplies

Hogan DeMars

1338¹⁷
1655⁰²

67324⁰⁴
726⁸⁵

66597¹⁹

Essex Town Centre - BIA

Comparative Balance Sheet

	As at 10/31/2021	As at 10/31/2020	Percent
ASSET			
Current assets			
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
Total accounts receivable	<u>214,802.93</u>	<u>218,117.85</u>	-1.52
TOTAL ASSET	<u>214,802.93</u>	<u>218,117.85</u>	-1.52
LIABILITY			
Current liabilities			
Account pay	0.00	0.00	0.00
Accounts payable	0.00	0.00	0.00
Total liabilities	<u>0.00</u>	<u>0.00</u>	0.00
TOTAL LIABILITY	<u>0.00</u>	<u>0.00</u>	0.00
EQUITY			
Total equity			
Equity previous year	144,485.70	120,857.61	19.55
Current Earnings	70,317.23	97,260.24	-27.70
Total equity	<u>214,802.93</u>	<u>218,117.85</u>	-1.52
TOTAL EQUITY	<u>214,802.93</u>	<u>218,117.85</u>	-1.52
LIABILITIES AND EQUITY	<u>214,802.93</u>	<u>218,117.85</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%
Total Amounts Added to Taxes and Special Levies	140,001	146,292	6,291	4.49%
49900 - Revenue Contribution from Reserve Funds	2,168	-	(2,168)	-100.00%
Total Interfund Transfers - Revenue	2,168	-	(2,168)	-100.00%
47800 - Miscellaneous Revenue	-	848	848	100.00%
Total Investment and Other Income	-	848	848	100.00%
Total Revenues	142,169	147,140	4,971	3.50%
55900 - Donations, Grants	5,000	-	(5,000)	-100.00%
Total External Transfers	5,000	-	(5,000)	-100.00%
58900 - Amounts Allocated from Other Departments	3,430	1,165	(2,266)	-66.05%
Total Internal Allocations - Expense	3,430	1,165	(2,266)	-66.05%
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%
Total Materials and Supplies	79,250	45,890	(33,360)	-42.10%
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%
Total Miscellaneous Services	32,500	10,489	(22,011)	-67.73%
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%
Total Salaries, Wages, Benefits and Personnel Expenses	19,935	19,224	(711)	-3.57%
51510 - Tax Write-Offs - Business Improvement Association	2,000	(21)	(2,021)	-101.06%
Total Taxation Adjustments	2,000	(21)	(2,021)	-101.06%
54200 - Communications - Telephone	-	41	41	100.00%
54300 - Insurance - Buildings	53	-	(53)	-100.00%
54320 - Insurance - General	-	36	36	100.00%
Total Utilities, Insurance and Property Taxes	53	77	23	43.23%
Total Expenses	142,169	76,823	(65,346)	-45.96%
Net Total	(0)	70,317	70,317	100.00%