



## Essex Centre BIA Board Meeting Agenda

March 8, 2022, 6:00 pm

Location: Essex Centre Sports Complex Barnette Room, 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](mailto: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 March 8, 2022

Moved by \_\_\_\_\_

Seconded by \_\_\_\_\_

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

### 4. Adoption of Minutes

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

Moved by \_\_\_\_\_

Seconded by \_\_\_\_\_

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

### 5. Delegations

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

- Introductions
- My Main Street Local Business Accelerator Program

### 6. Correspondence

#### 6.1. Treasurer's Report

#### 6.2. Verbal Report from Council Representation

Moved by \_\_\_\_\_

Seconded by \_\_\_\_\_

**That** the Reports be received.

### 7. Marketing and Promotions

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

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

#### 7.3. Easter Egg Hunt

#### 7.4. BIA Swag

#### 7.5. Town of Essex Fun Fest

Moved by \_\_\_\_\_

Seconded by \_\_\_\_\_

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

### 8. Beautification

#### 8.1. Essex Streetscape Branding

#### 8.2. Industrial Park Signage Landscaping update

Moved by \_\_\_\_\_

Seconded by \_\_\_\_\_

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

**9. Provincial Election 2022**

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

**9.2.** Essex Business Concerns

**10. Administration**

**10.1.** Constitution

**10.2.** Board recruitment

**10.3.** Closing Libro Account

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 \_\_\_\_\_ .

**Future Meetings**

April 12, 2022

May 10, 2022

June 14, 2022

July 12, 2022

August 9, 2022

September 13, 2022



## Essex Centre BIA Board Meeting Minutes

February 8<sup>th</sup>, 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 8<sup>th</sup>, 2022

**BIA22-02-001**

Moved by R. Wilkinson

Seconded by S. Winger

**That** the published agenda for the February 8<sup>th</sup>, 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 11<sup>th</sup>, 2022

**BIA22-02-002**

Moved by R. Wilkinson

Seconded by S. Winger

**That** the minutes of the Essex Centre BIA Board Meeting held January 11<sup>th</sup>, 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 100<sup>th</sup> 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 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>

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Acting Chair

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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
<b>Revenues</b>				
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 %
<b>Total Revenues</b>	<b>142,169</b>	<b>147,153</b>	<b>4,984</b>	<b>3.51 %</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	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 %
<b>Net Total</b>	<b>-</b>	<b>51,238</b>	<b>51,238</b>	<b>100.00 %</b>

# Actual vs Budget Year To Date by Costing Center