



TOWN OF COLLINGWOOD
Collingwood
Downtown BIA Board
of Management
Minutes
Thursday, August 8, 2024



A Collingwood Downtown BIA Board of Management meeting was held Thursday, August 8, 2024, in the Braniff Room, Town Hall, 97 Hurontario Street at 7:30 AM for the specific reasons provided below.

Present:

Sarah Pennal, Chair
Bryn Davies, Vice-Chair
Susan Bishop, Director
Lynda Conway, Director
Krystina Cunningham, Director
Tim Cormick, Director
Lindsey Watson, Director
Carol Young-Petten, Director
Councillor Houston, Council Appointee
Susan Nicholson, General Manager, BIA
Jenny Haines, Administrative Coordinator, Clerk Services

Regrets:

Sara Almas, Director, Legislative Services/Clerk

1. CALL TO ORDER

Chair Pennal called the meeting to order at 7:32 a.m.

2. ADOPTION OF AGENDA

BIA-071-2024

Moved by Lindsey Watson
Seconded by Susan Bishop

THAT the content of the Collingwood Downtown BIA Board of Management agenda for August 8, 2024, be adopted as presented.

CARRIED.

3. DECLARATIONS OF PECUNIARY INTEREST

None.

4. CONFIRMATION OF THE ADOPTION OF MINUTES

BIA-072-2024

Moved by Councillor Houston
Seconded by Krystina Cunningham

THAT the minutes of the regular meeting of the Collingwood Downtown BIA Board of Management held on July 11, 2024 be adopted as presented and forwarded to Council for receipt at its next regular meeting.

CARRIED.

4.2. Business arising from the previous meeting.

None.

5. DEPUTATIONS

6. REPORTS OF COMMITTEES AND BIA GENERAL MANAGER

6.1. Financial Report

General Manager Nicholson briefed the Board on the year-to-date Financial Statement for the period ending July 31, 2024 and Accounts Payable Vouchers for the period up to August 8, 2024.

General Manager Nicholson answered questions from the Board regarding whether income related to grants is accounted for in the budget and what services are covered under Website Updates/Hosting.

BIA-073-2024

Moved by Susan Bishop
Seconded by Bryn Davies

THAT the Collingwood Downtown BIA Board of Management accepts the Financial Statement for the period ending July 31, 2024 as presented.

CARRIED.

BIA-074-2024

Moved by Councillor Houston
Seconded by Susan Bishop

THAT the Collingwood Downtown Board of Management Business Improvement Area (BIA) endorse the Accounts Payable Vouchers for the period up to August 8, 2024 in the amount of \$54,010.33 as presented.

CARRIED.

6.2. Maintenance and Beautification Committee - *verbal update*

Member Cormick briefed the Board on the status of the irrigation systems set up in the gardens Downtown and noted concern with the Town's commitment to watering the non-irrigated beds which has resulted in the loss of some plants in two of the test gardens. Member Cormick noted that a request will be made to have the Town pay for the re-planting of the garden. General Manager Nicholson confirmed that once she receives a cost estimate for the work she will discuss the matter with PRC.

Member Cormick confirmed that the tree on the northwest corner of Hurontario and 4th Streets has been replaced and that a meeting with Town Staff will be set up to discuss using the parking reserve funds for the gardens in the parking lots.

General Manager Nicholson discussed the work being done to control weeds and confirmed that weed control will be addressed again in the Fall. General Manager Nicholson provided an update on the art banners noting that they will be left installed until late Fall.

Member Conway asked Board members if they have received any feedback regarding the cleanliness of the Downtown. No Board members noted concerns raised.

6.3. Improvement Committee

Member Conway noted the consultation project that General Manager Nicholson won at the recent OBIAA conference and briefed the Board on next steps noting that the consultants will be arriving on August 18 and will provide a draft recommendation for consideration when their time in Town is complete. Member Conway noted that the recommendations could be compiled into the strategic work that is being done.

Chair Pennal confirmed that at the advice of Clerk Almas, a letter has been drafted to Town Staff requesting that a time-frame be established regarding the removal of graffiti.

6.4. Promotion Committee

General Manager Nicholson noted that the Fashion Week Committee has been meeting on a regular basis and the event is coming together. General Manager Nicholson noted that she will be circulating a list of Santa Claus parade theme ideas, confirming that there were a lot of entries and good feedback received. General Manager Nicholson noted that the brochures for the Art of the Street will be delivered and ready for Side Launch Days and that the summer student has mapped digitally every location of the banners and the chairs and is working on social media for Fashion Week.

6.5. Council Updates (if applicable)

Councillor Houston confirmed that Council is on break for the month of August and that he will be meeting with Mayor Hamlin to discuss various items of which he will keep the Board updated on.

6.6. Heritage Committee Representative

An update was not provided as the Heritage Committee has not met since the last update was provided to the Board.

6.7. General Manager Report, *GM Nicholson*

General Manager Nicholson briefed the Board on the August 2024 General Manager Report noting the Gateway Art Project; the Community Based Strategic Plan; the Downtown Master Plan Project and Staff meeting scheduled for August.

General Manager Nicholson noted the interest in the Veterans Banners; confirmed that CTV will be showcasing the Art on the Street; and that Gordon's will be hosting their grand opening event on Friday, August 16.

General Manager Nicholson noted that she will be asking Adam Gallant and Wendy Martin to attend an upcoming general membership meeting to provide an update on the Terminals Project and the Shipyards Public Realm Piazza design.

Member Cunningham asked if feedback was received regarding the Pride Festival and the use of the different parking lot this year. General Manager Nicholson noted that no formal feedback was received.

BIA-075-2024

Moved by Councillor Houston

Seconded by Krystina Cunningham

THAT the General Manager monthly report be received as presented.

CARRIED.

7. OTHER BUSINESS

7.1. Update regarding Simcoe County One Community Solutions Pilot Project

General Manager Nicholson updated the Board on the Simcoe County One Community Solutions Pilot Project noting that the team has been on the streets since August 1 and no feedback has been provided to date. General Manager Nicholson noted that a meeting will be held in the near future regarding how the project will be rolled out and how BIA members will be engaged in the process. General Manager Nicholson confirmed that information will be going out in the next member newsletter once it is available.

The Board discussed the Supportive Rapid Re-Housing Program (SRRP) which is being set up in Collingwood at the corner of Campbell and High Street. The Board discussed how the housing model operates, how people apply and what other assistance features the program provides.

7.2. Collingwood Arts Centre

Board members discussed the proposed location for the Collingwood Art Centre noting comments received from various BIA members. Board members discussed concern with the communication provided regarding the project; the major advancements between Phase 2 and Phase 3 with little communication or discussions with the public; that feedback so far has only been from establishments that surround Pine Street; and that without a newspaper in circulation, on-line news is missing a large number of residents who do not log into 'Engage Collingwood' to stay up-to-date.

Board members discussed various ways that communication could be brought forward to residents and the importance of ensuring they are aware of the financial impacts the Art Center will have; how the Downtown core will be affected if the Pine Street location is selected and the costs of the studies that are being conducted.

Board members agreed that the BIA must be involved in conversations and consultations as the project advances and discussed various ways the Board can assist in ensuring that the voices of the BIA members are being heard.

General Manager Nicholson suggested that the Board meet with Karen Cubitt, the Director of PRC to get a clear understanding of Staff's tasks; next steps; how communication is being executed; and how the BIA Board can ensure it is representing its members properly and their concerns are heard and they are kept up-to-date. Councillor Houston noted the concerns of the Board members and would ensure that the BIA is better involved moving forward.

General Manager Nicholson noted that communication could go out to members as soon as next week and updates can be provided at an upcoming general membership meeting.

7.3. Joint Multi-Use Recreation Feasibility Assessment

Councillor Houston briefed the Board on the Joint Multi-Use Recreation Feasibility Assessment Study confirming that assessing the needs of both communities is the goal at this stage.

Member Conway noted the importance that the Board keep apprised on the project as the outcome could impact Eddie Bush, Central Park or various other facilities in the downtown core.

8. CORRESPONDENCE

8.1. Correspondence received since the July meeting:

BIA-076-2024

Moved by Susan Bishop

Seconded by Krystina Cunningham

THAT the Collingwood Downtown BIA Board of Management accept correspondence received since the July 11, 2024 meeting.

CARRIED.

9. OTHER BUSINESS

Member Cormick asked how the Terminals project will be finalized and if the BIA can be involved in any discussions surrounding the final agreement. General Manager Nicholson noted that Project Manager Gallant will be invited to the general membership meeting in September and an update will be provided at that time with opportunities for questions from the Board.

10. NEXT MEETING

The next Collingwood Downtown BIA Board of Management meeting will take place on September 12, 2024, commencing at 7:30 a.m.

11. ADJOURNMENT

Moved by: Member Bishop

THAT the meeting of the Collingwood Downtown BIA Board of Management be hereby adjourned at 9:00 a.m. **CARRIED.**

Chair