



## TOWN OF COLLINGWOOD

### COLLINGWOOD DOWNTOWN BIA BOARD OF MANAGEMENT

October 10, 2024, 7:30 a.m.  
Town Hall, Second Floor, Braniff Room  
97 Hurontario Street, Collingwood, ON

Members Present: Bryn Davies, Vice Chair  
Susan Bishop  
Lynda Conway  
Tim Cormick  
Krystina Cunningham

Members Absent: Sarah Pennal, Chair  
Brandon Houston  
Lindsey Watson  
Carol Young-Petten

Staff Present: Susan Nicholson, BIA General Manager

Others: Becky Dahl, Deputy Clerk  
Johanna Griggs, Manager, Economic Development

---

#### 1. Call to Order

Vice Chair Davies called the meeting to order at 7:34am.

#### 2. Adoption of the Agenda

##### **BIA-083-2024**

Moved by: Susan Bishop

Seconded by: Lynda Conway

THAT the content of the Collingwood Downtown BIA Board of Management Agenda for Thursday, October 10, 2024, be adopted as presented.

**CARRIED**

#### 3. Declarations of Pecuniary Interest

None.

#### 4. Adoption of Minutes

The minutes of the regular meeting of the Collingwood Downtown BIA Board of Management held on September 12, 2024, were approved electronically by the Board and forwarded to Council for receipt at its next regular meeting.

**5. Business Arising from the Previous Meeting**

None.

**6. Deputations**

**6.1 Update on Economic Development Activities - Johanna Griggs, Manager Economic Development**

Manager Griggs provided an overview of the proposed Municipal Accommodations Tax (MAT), Tourism Master Plan and 2024 marketing campaigns with a focus on promoting the Discover Collingwood App.

Manager Griggs answered questions from the Board regarding where the funds from MAT go; who MAT could be applied to; what is expected revenues; does the app have the ability to target certain demographics; if marketing campaigns will provide focus during the off-seasons, and will data and analytics be provided.

Manager Griggs put forward a request for the BIA to match funds for the Discover Collingwood App platform in 2024 noting that consideration is being made to have a dedicated tourism website should the MAT be approved by Council.

Board members discussed the various ways the BIA is linked with Economic Development including co-location and strategic connections with stakeholders and ways in which the BIA assists in driving businesses downtown.

Board members discussed the option of having Provincial signage on Highway 400 promoting visitors to Collingwood and fees associated with this. Board members discussed the importance of enhancing wayfinding and links to broader wayfinding strategies. Board members discussed the Downtown Visioning Master Plan noting that the outcome of the Plan will assist in understanding the needs and gaps downtown.

Manager Griggs noted the Business Development Centers upcoming open house in October and leadership forum in November which BIA Board members will be invited to attend.

**7. Reports from Committees and BIA General Manager**

**7.1 Financial Report**

General Manager Nicholson reviewed the Financial Report for the period ending September 30, 2024. General Manager Nicholson noted last month's report had incorrectly attributed the rent amount to Moneris fees and that has been corrected.

General Manager Nicholson answered questions from the Board regarding credit card fees and whether they should be absorbed by the BIA. General Manager Nicholson confirmed that this will be added to the budget discussions and that her Staff will determine the amount of money that is going toward these fees.

General Manager Nicholson noted that direction has been given to raise office rental costs at the BDC to rent levels in 2025 and this will also be taken into consideration during the 2025 budget discussions.

**BIA-084-2024**

Moved by: Susan Bishop

Seconded by: Lynda Conway

**THAT** the Collingwood Downtown BIA Board of Management accepts the Financial Statement for the period ending September 30, 2024 as presented

**CARRIED**

**BIA-085-2024**

Moved by: Tim Cormick

Seconded by: Krystina Cunningham

**THAT** the Collingwood Downtown Board of Management Business Improvement Area (BIA) endorse the Accounts Payable Vouchers for the period up to October 10, 2024 in the amount of \$29,813.16 as presented.

**CARRIED**

**7.2 Maintenance and Beautification Committee**

An update from the Maintenance and Beautification Committee was provided highlighting graffiti issues and the need for the OPP to be more engaged in assisting with stopping graffiti artists. Board members discussed options such as designating an approved graffiti area to provide an outlet and discourage tagging on private and public property. The Board discussed the benefit of having an officer dedicated to the matter and Member Conway and Member Cormick confirmed they would look into this further to determine how best to prioritize this concern with the OPP.

**BIA-086-2024**

Moved by: Susan Bishop

Seconded by: Krystina Cunningham

**THAT** the minutes of the Maintenance Advisory Committee be received as presented.

**CARRIED**

**7.3 Improvement Committee**

Member Conway provided an update on the initiatives of the Improvement Committee noting the importance of being involved and sharing various perspectives regarding the Arts Centre. Member Conway noted that the committee's recent meeting with CACE representatives was beneficial to understand what needs to be in place in order to support and finalize the vision.

**BIA-087-2024**

Moved by: Krystina Cunningham

Seconded by: Susan Bishop

**THAT** the minutes of the Improvement Advisory Committee be received as presented.

**CARRIED**

**7.4 Promotion Committee**

Member Bishop provided an update from the Promotions Committee noting the success of the Art Crawl and Fashion Week. Member Bishop noted upcoming events such as the Christmas Markets, Santa Clause Parade and the Black Harvest Festival.

Board members discussed the Art Crawl and Fashion Week and questioned if they are being held too close together and if that impacts their success. General Manager Nicholson noted that they are both individually marketed and there is enthusiasm for both.

**BIA-088-2024**

Moved by: Tim Cormick

Seconded by: Susan Bishop

**THAT** the minutes of the Promotion Advisory Committee be received as presented.

**CARRIED**

**7.5 Council Updates (if applicable)**

None

**7.6 Heritage Committee Representative**

General Manager Nicholson provided an update from the Heritage Committee noting that the consultants working on the Town's Zoning By-

law Update presented to the Heritage Committee and that the emergency preparedness grant has re-opened. General Manager Nicholson confirmed that the grant request will be submitted by the Town with the assistance of the BIA and if the grant is not successful, the Committee will be seeking Council's approval for the use of reserve funds to complete a built heritage emergency management protocol.

**7.7 General Manager Report, GM Nicholson**

General Manager Nicholson briefed the Board on the General Managers Report. General Manager Nicholson confirmed that the HOPE sign is repaired and she is arranging delivery.

General Manager Nicholson noted that concerns regarding the Loblaw parking lot and tickets being issued have come through the Mayors Office and that Clerk Almas will be leading discussion on the matter with a meeting to be set up in the next few weeks.

Board members discussed the upcoming conference being held in Collingwood and whether there is anything that the Board can do to prepare. General Manager Nicholson noted that at this time there is nothing that needs to be done but she will circle back with the Board when appropriate.

General Manager Nicholson noted vacancies and new business in the Downtown.

**BIA-089-2024**

Moved by: Susan Bishop

Seconded by: Krystina Cunningham

**THAT** the General Manager monthly report be received as presented.

**CARRIED**

**8. Other Business**

**8.1 2025 Collingwood Downtown BIA Board of Management Schedule - For Information**

**BIA-090-2024**

Moved by: Lynda Conway

Seconded by: Susan Bishop

**THAT** the 2025 BIA Board of Management meeting calendar be approved as presented.

**CARRIED**

**9. Correspondence**

None.

**10. Public Delegation(s) (Maximum 5 Minutes per Delegation)**

None.

**11. Next Meeting**

**12. Adjournment**

Moved by: Member Bishop

**THAT** the meeting of the BIA Board of Management be hereby adjourned at 9:09 a.m. **CARRIED.**

---

Chair