



## TOWN OF COLLINGWOOD

### COLLINGWOOD DOWNTOWN BIA BOARD OF MANAGEMENT

November 14, 2024, 7:30 a.m.  
Town Hall, Second Floor, Braniff Room  
97 Hurontario Street, Collingwood, ON

Members Present: Sarah Pennal, Chair  
Bryn Davies, Vice Chair  
Susan Bishop  
Lynda Conway  
Krystina Cunningham  
Carol Young-Petten  
Lindsey Watson

Members Absent: Brandon Houston  
Tim Cormick

Staff Present: Sara Almas  
Jenny Haines  
Susan Nicholson

Others: Jenny Haines, Administrative Coordinator

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#### 1. Call to Order

Chair Pennal called the meeting to order at 7:36 a.m.

#### 2. Adoption of the Agenda

##### **BIA-091-2024**

Moved by: Lindsey Watson

Seconded by: Bryn Davies

THAT the content of the Collingwood Downtown BIA Board of Management agenda for November 14, 2024, be adopted as presented.

**CARRIED**

#### 3. Declarations of Pecuniary Interest

Vice-Chair Davies declared a conflict regarding agenda item 7.1 and the endorsement of the Accounts Payable Vouchers for Black Bellows. Vice-Chair Davies confirmed he would abstain from voting on this item.

**4. Adoption of Minutes**

**BIA-092-2024**

Moved by: Lindsey Watson

Seconded by: Bryn Davies

**THAT** the minutes of the regular meeting of the Collingwood Downtown BIA Board of Management held on October 10, 2024 be adopted as presented and forwarded to Council for receipt at its next regular meeting.

**CARRIED**

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

None.

**6. Deputations**

**6.1 Presentation - The Leisure Time Club**

Representatives from the Leisure Time Centre were unable to attend the meeting. This agenda item was not discussed.

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

General Manager Nicholson provided the Board with a high-level summary of Financial reporting for the period ending October 31, 2024 and accounts payable vouchers for the period ending November 14, 2024. General Manager Nicholson confirmed that revenue from Fashion Week ticket sales has not yet been posted and that rent for the BIA's office space is coming in more than what was budgeted for as there was a rent increase effective mid-year.

General Manager Nicholson discussed the status of the professional development budget; that the Collingwood Blues will not be supporting the Santa Claus Parade; and the status of grant applications.

General Manager Nicholson answered questions from the Board regarding the outcome of the sale of the art chairs on the street.

**7.1 Financial Report**

**BIA-093-2024**

Moved by: Lindsey Watson

Seconded by: Susan Bishop

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

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**CARRIED**

**BIA-094-2024**

Moved by: Bryn Davies  
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 November 14, 2024 in the amount of \$43,049.80 as presented.

**CARRIED**

**BIA-095-2024**

Moved by: Susan Bishop  
Seconded by: Lynda Conway

**THAT** the Collingwood Downtown Board of Management Business Improvement Area (BIA) endorse the Accounts Payable Vouchers for Black Bellows for the period up to November 14, 2024 in the amount of \$5763.00 as presented.

**CARRIED**

**7.2 Maintenance and Beautification Committee**

Member Conway provided an update on behalf of the Maintenance and Beautification Committee noting that the test gardens at Forth Street and Hurontario continue to be monitored; there has been progress on the removal of graffiti on both public and privately owned locations; and that Christmas decor is planned to be put up in preparation for the parade. Member Conway noted that committee is working on strategic planning, budget and reviewing the action items have come out of the Fall Audit Report.

**BIA-096-2024**

Moved by: Susan Bishop  
Seconded by: Lindsey Watson

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

**CARRIED**

**7.3 Improvement Committee**

Chair Pennal provided the Board with an update from the Improvement Committee noting discussion surrounding safety and security issues and that there has been no update from the County regarding the matter. General Manager Nicholson confirmed that information had come through from the County after the last committee meeting and includes three

monthly reports of what they are seeing on the streets. Member Conway noted that a working-group has been seen various times downtown and they have had interactions with stakeholders, but clarification is needed regarding the collection of the data. The General Manager will reach out to the County representatives to arrange a meeting with them and the Improvement Committee.

Chair Pennal noted that the Committee discussed the removal of graffiti, the parking working group, and recycling changes. Member Conway noted the Terminals Point project and the importance of ensuring that the BIA stays connected with the project. General Manager Nicholson reminded the Board of a public engagement meeting regarding the Terminals taking place on November 27.

**BIA-097-2024**

Moved by: Susan Bishop

Seconded by: Bryn Davies

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

**CARRIED**

**7.4 Promotion Committee**

Member Bishop briefed the Board on highlights from the Promotions Committee noting the proposed expansion of the third annual Summer Country Kick-off and request for support from the Town and the BIA to close Hurontario Street between Second and Third Streets on Saturday, May 24 for a free outdoor concert and a paid event to be held in the Eddie Bush Arena. General Manager Nicholson noted their request for assistance with funding from the BIA and having food trucks at their event.

Member Bishop provided an event update noting Collingwood Fashion Week, Halloween event, the Santa Claus Parade and the upcoming Christmas Markets.

Member Bishop noted the Discovery Collingwood App and consideration being made to collaborate with the Town's Economic Development Department to share the cost of the app from this year's budget, as next year the costs should come from the MAT funding. General Manager Nicholson recommended moving forward with this and the Board agreed.

Member Bishop confirmed that nothing has been set for Business After 6 and Board members discussed options for the Annual General Meeting and the possibility to change the format to encourage more member participation.

**BIA-098-2024**

Moved by: Susan Bishop

Seconded by: Lindsey Watson

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

**CARRIED**

**7.5 Council Updates (if applicable)**

Councillor Houston was not in attendance at this meeting. Clerk Almas briefed the Board on budget discussions that took place at the meeting on November 13 and reminded the Board of the Coffee with Council taking place on Wednesday, November 20 and Board members discussed topics to discuss at this meeting. Clerk Almas confirmed that the next budget meeting is taking place on December 2.

Clerk Almas answered questions from the Board regarding snowblower repairs and wording in the MOU regarding the responsibility of the BIA versus the Town with regards to maintaining equipment and purchasing new equipment when repairs are costly.

**7.6 Heritage Committee Representative**

Member Conway provided the Board with an update from the Heritage Committee noting the educational information session hosted by Committee members called the "Real Deal" and discussions took place regarding the historical significance of the entrance to Central Park off Hume Street.

Member Conway noted that the building at 116 Hurontario Street, housing the business Fat Face will be receiving an Heritage Award and that the award is unique as it is for a commercial renovation as opposed to a heritage restoration and that Director Cubitt will be meeting with the Committee to discuss the proposed Art Centre.

Clerk Almas answered questions from the Board regarding the Arts Centre and when an update on the project can be expected. General Manager Nicholson noted that the BIA has not been updated on the project status and explained the importance that the final draft of the consultants report be reviewed by the Board before being presented to Council.

**7.7 General Manager Report, GM Nicholson**

General Manager Nicholson briefed the Board on the General Managers report noting, she recently attended the OBIA Board Meeting and that Misfits Bodega and the new Royal LePage office is open. General Manager Nicholson discussed the proposed Gateway project at the corner

of Poplar and Hurontario, noting that the developer has invested interest in Collingwood's downtown.

**BIA-099-2024**

Moved by: Lynda Conway

Seconded by: Bryn Davies

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

**CARRIED**

**8. Other Business**

**8.1 BIA Strategic Planning – Next Steps**

Member Conway provided the Board with an update on the BIA's Strategic Planning outlining the key work, purpose and operational focus for each Committee. Member Conway requested feedback on the document presented confirming that it will become a working document moving forward. Member Conway suggested that this document be distributed to members as it will showcase what the BIA does and allow for input.

Member Conway reviewed the top priorities related to each committee, key strategies of focus in 2025 and future potential for 2-5 years.

Board members discussed various priorities that could be discussed during the Coffee with Council meeting on November 20 and confirmed that they would take the operational and key priorities lists to their respective committees for review and consideration.

Board members discussed internal measures and options to gather and review data and how improvements can be dealt with should the BIA not be functioning at its best potential. The Board confirmed that feedback is received from members and discussed the notion of having an annual review to ensure that the BIA Board of Management is working well for its members.

Member Conway confirmed the next steps regarding the Strategic Plan and Chair Pennal thanked Member Conway for her leadership on this project.

**8.2 BIA Vehicle Policy – Discussion**

General Manager Nicholson confirmed that the BIA Vehicle has not been safety certified and will not be ready for the Santa Claus Parade event. General Manager Nicholson briefed the Board on the intended use of the vehicle and asked if the Board would approve the vehicle being parked at her house which is approximately 1KM from the downtown.

General Manager Nicholson answered questions regarding the insurance on the vehicle and who is permitted to use it; if the vehicle would be

considered a department asset; where Staff would fill-up the vehicle with gas; if the Town has a corporate policy regarding Staff taking vehicles to their homes; and if a monthly permit would be required should the vehicle be parked in a Town lot.

General Manager Nicholson confirmed that the vehicle would never be used for personal use, but her personal trailers would be used to do BIA work.

Staff confirmed that no formal vote is required at this time. Board members concurred that there are no issues regarding this request and General Manager Nicholson confirmed she would follow-up with the Board regarding their questions and comments.

**9. Correspondence**

None.

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

None.

**11. Next Meeting**

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

**12. Adjournment**

Moved by: Vice-Chair Davies  
**THAT** the meeting of the Collingwood BIA Board of Management hereby adjourned at 9:10 a.m. **CARRIED.**

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Chair