



TOWN OF COLLINGWOOD

COLLINGWOOD DOWNTOWN BIA BOARD OF MANAGEMENT

December 12, 2024, 7:30 a.m.
Town Hall, Second Floor, Braniff Room
97 Hurontario Street, Collingwood, ON

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

Staff Present: Sara Almas, Director, Legislative Services/Clerk
Jenny Haines, Administrative Coordinator
Susan Nicholson, BIA General Manager

1. Call to Order

Chair Pennal called the meeting to order at 7:30 a.m. Chair Pennal welcomed Councillor Potts to the meeting and introductions were made.

2. Adoption of the Agenda

BIA-100-2024

Moved by: Lindsey Watson

Seconded by: Tim Cormick

THAT the content of the Collingwood Downtown BIA Board of Management agenda for Thursday, December 12, 2024, be adopted as presented.

CARRIED

3. Declarations of Pecuniary Interest

None.

4. Adoption of Minutes

BIA-101-2024

Moved by: Tim Cormick

Seconded by: Carol Young-Petten

THAT the minutes of the regular meeting of the Collingwood Downtown BIA Board of Management held November 14, 2024 be adopted as presented and forwarded to Council for receipt at its next regular meeting.

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

Nil.

6. Deputations

Nil.

7. Reports from Committees and BIA General Manager**7.1 Financial Report**

General Manager Nicholson reviewed the Financial Report for the period ending November 30, 2024 noted that there is an overage for the test gardens, outstanding revenue to come in from the parade; and revenue from the use of credit cards is a month behind on actual numbers.

Member Cormick briefed the Board on the reason the test gardens went over budget and General Manager Nicholson reviewed the agreement process and purchase order contract.

BIA-102-2024

Moved by: Lindsey Watson

Seconded by: Carol Young-Petten

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

CARRIED**BIA-103-2024**

Moved by: Lindsey Watson

Seconded by: Tim Cormick

THAT the Collingwood Downtown Board of Management Business Improvement Area (BIA) endorse the Accounts Payable Vouchers for the period up to December 12, 2024 in the amount of \$94,898.10 as presented.

CARRIED

7.2 Maintenance and Beautification Committee

Member Cormick provided an update from the Maintenance and Beautification Committee noting the corrected lighting on the Christmas Tree downtown; the media coverage that the BIA received as a result of the Christmas Tree lighting after the Santa Parade; and that the BIA will continue to work with Canadian Tire for the tree lighting in the future. Member Cormick noted that grant funding will no longer cover seasonal changes and maintenance of the planters on the street and General Manager Nicholson noted that consideration is being made to go out for an RFQ for the work since the BIA has a design concept for the planters seasonally.

General Manager Nicholson provided an update on Staff recruitment and provided an overview on the presentation she made to Council with request for budget assistance for a full time maintenance position.

General Manager Nicholson confirmed that the Town has authorized the purchase of a snow blower for the BIA to use and confirmed that the paperwork is moving along regarding the BIA Truck, with consideration being made to install amber lights and add logos to identify it is a BIA vehicle.

BIA-104-2024

Moved by: Carol Young-Petten

Seconded by: Lindsey Watson

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

CARRIED

7.3 Improvement Committee

Member Conway provided an update from the Improvement Committee noting that onboarding occurred with Councillor Potts; the committee is setting their priorities for January and February 2025; that BIA Staff performance reviews will be taking place in the new year; and that preparation is being made to launch the BIA Members Survey with consideration on feedback received last year. The Board discussed questions that could be asked in the members survey and noted the various studies and plans that the Town has and the priorities within.

Member Conway noted that safety and security is an on-going topic and that the committee is waiting on the results from the Simcoe County Ambassador program. Member Conway noted that the BIA has requested

a representative to attend an upcoming meeting with the Mayor's Office, Library and OPP to discuss strategies and options for warming centers.

Member Conway noted the BIA's educational plan; opportunities within the 'Business After 6' events; and that General Manager Nicholson has been working with the BIA for 30 years.

7.4 Promotion Committee

Member Young-Petten provided the board with an update from the BIA Promotion Advisory Committee noting the success of Fashion Week and the Santa Claus Parade.

General Manager Nicholson noted that she is working with Manager Parker on the Experience Ontario Grants and they have plans to position Fashion Week as a lead into the Art Crawl and Culture Days next year as part of the two grant applications. General Manager Nicholson noted high community engagement in seeking a theme for the Santa parade and noted that she will launch the contest again in July.

Board members discussed advertising the parade and media outlets that the BIA could partner with in order to ensure the parade is a top headline and is recognized in print media.

Board members thanked General Manager Nicholson and her husband Bill for the work they are doing to ensure kids are receiving their letters from Santa.

General Manager Nicholson noted that the Friday night markets have been a success and that the Town is hosting the Silver Stick Hockey Tournament this weekend.

General Manager Nicholson confirmed that the sound system is in repair but should be working for the Friday night market. Board members discussed how different stores feel about the Friday night markets and feedback they have received.

General Manager Nicholson noted that consideration is being made to host a Winter Event in 2026 based on feedback from members. Board members discussed possible weekend dates, with consensus to avoid the Holiday weekend in February.

Clerk Almas left the meeting at this time.

BIA-105-2024

Moved by: Chris Potts

Seconded by: Tim Cormick

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

CARRIED

7.5 Council Updates (if applicable)

Councillor Potts provided an update from Council noting the Special Meeting of the Committee of the Whole this afternoon. Councillor Potts suggested that if the Board wishes to have anything brought up during Community Announcements they can e-mail him prior to noon on Council meeting days.

Councillor Potts answered questions from the Board regarding the MURF steering committee; the sound system at Eddie Bush; and the proposed Arts Centre.

Clerk Almas returned to the meeting at this time

General Manager Nicholson noted the Downtown Visioning Master Plan and discussions to be had at the Council table this afternoon. Clerk Almas confirmed that the consultants from Fotenn Planning will be in attendance to answer questions and that the BIA can speak regarding priorities important to the Board. Clerk Almas confirmed the flow of the meeting and Board members noted the importance of hearing feedback and providing comments to ensure that everything is incorporated into the final draft.

Councillor Potts noted that it is important to have a member of the BIA on the MURF steering committee and that he will be working with Staff on the Terms of Reference.

7.6 Special Meeting of Council - December 12, 2024

BIA-107-2024

Moved by: Lindsey Watson

Seconded by: Carol Young-Petten

THAT the BIA Board of Management appoint Member Lynda Conway, Member Tim Cormick and General Manager Susan Nicholson to act as the BIA Board of Management representatives at the Special Council Workshop (December 12th, 2024) to provide any comments or input on the draft Downtown Master Plan on behalf of the BIA Board.

CARRIED

Chair Pennal left the meeting at this time. Member Bishop left the meeting at this time.

Vice-Chair Davies assumed the role of Chair at this time.

7.7 Heritage Committee Representative

Member Conway provided an update from the Heritage Committee noting Councils approval of tax relief management for heritage properties; Committee has raised concerns regarding the Arts Centre and a request

has been put forward to meeting directly with Director Cubitt; and that there has been concern with the improper use of bikes and e-bikes on sidewalks.

7.8 General Manager Report, GM Nicholson

General Manager Nicholson provided a high-level review of the General Managers Report and there were no questions from the Board regarding the update.

BIA-106-2024

Moved by: Tim Cormick

Seconded by: Chris Potts

THAT the General Manager monthly report be received as presented.

CARRIED

8. Other Business

8.1 2025 Budget Discussions

General Manager Nicholson provided the Board with an overview of the draft 2025 Budget.

General Manager Nicholson took questions and received comments from the Board regarding:

- if there is a version of the budget that shows the 2024 actuals;
- whether the 2024 actuals and 2025 budgets match;
- if the new event third party support number is incorrect on the spreadsheet;
- clarification on the expenses related to the Farmers Market;
- confirmation that any savings in refining storage plan or beautification will assist the budget;
- options for cost savings;
- the storage of the pianos;
- that event sponsorship decline is noted in expense recovery;
- if consideration been made for temporary road closure barrier options;
- status of the OBIAA conference and the Boards involvement;
- what is the interest rates on reserves;
- how do reserve funds typically help the BIA;

- how will MAT impact the BIA's budget forecast and will it be considered additional revenue.

Clerk Almas and Member Cunningham left the meeting at this time.

8.2 *Addition - Transit Terminal

Councillor Potts noted the Transit Terminal at Pine Street and Second Street and Member Conway confirmed that the BIA has suggested to use the Transit Terminal as a tourist information location. Councillor Potts noted that if the Board can provide him with details regarding the concept, he can bring the matter up at the Council table at the next meeting.

9. Correspondence

Nil.

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

Nil.

11. Next Meeting

The next meeting of the Collingwood Downtown BIA Board of Management will take place on Thursday, January 16, 2024, commencing at 7:30 a.m.

12. Adjournment

Moved by: Member Cormick

THAT the meeting of the BIA Board of Management be hereby adjourned at 10:02 a.m. **CARRIED.**

Chair