



TOWN OF COLLINGWOOD

Collingwood Downtown BIA Annual General Membership Meeting

March 4, 2025, 8:00 a.m.
Collingwood Public Library
Community Rooms B & C, Third Floor
55 Ste. Marie Street, Collingwood

Members Present: Sarah Pennal, Chair
Lynda Conway
Krystina Cunningham
Carol Young-Petten
Lindsey Watson
Chris Potts, Councillor

Members Absent: Susan Bishop
Tim Cormick

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

Others: Sam Ball, Coordinator BIA
Adam Gallant, Project Manager

1. Call to Order

1.1 Welcome - Board Members and Staff Introductions

Chair Pennal called the Collingwood Downtown Board of Management Annual General Meeting to order at 8:00am. Chair Pennal welcomed members and provided a brief introduction of BIA Board members and Staff.

1.2 Opening Remarks –Town of Collingwood Representative

Councillor Potts provided greetings from the Town.

2. Adoption of the Agenda

BIA-025-2025

Moved by: Lynda Conway

Seconded by: Krystina Cunningham

THAT the content of the Collingwood Downtown BIA Annual General Membership Meeting agenda be adopted as presented.

CARRIED

3. Declarations of Pecuniary Interest

None.

4. Reports & Presentations

4.1 2023 Year End Audit Report, Presented by Sue Bragg, Baker Tilly

General Manager Nicholson briefed members on the 2023 Year End Audit Report noting that Sue Bragg from Baker Tilly was not in attendance at the meeting. General Manager Nicholson noted a line-item adjustment is being made regarding capital assets on items obtained through grant funding. Clerk Almas confirmed that the 2023 Year End Audit Report is in good shape and that the changes are being made to ensure that the BIA is not responsible for the life cycle management of traditional town assets and until the Report is updated the final audit cannot be released.

4.2 Update on the Terminals Point Project by Project Manager Adam Gallant

Project Manager Gallant provided the members with an update on the Terminals Point Revitalization Project reviewing the history of the landmark, past operations of the facility, the current status of the building and Harbourlands Park under the Town's ownership. Manager Gallant confirmed public consultation and input from residents was sought and provided an overview on guiding development principles leading to the successful respondents to the RFPQ in 2022.

Manager Gallant noted the five project elements noting the Terminal Buildings, Public Lands, Transportation, Water and the Marina. Manager Gallant provided members with a rendering of the project area and an update on the private development plans confirming that the private development is still subject to public consultation and discussion.

Manager Gallant reviewed budget considerations and confirmed next steps. Manager Gallant answered questions and took comments from members such as:

- if the Town will be installing gas pumps at the Marina
- if the public will get the opportunity to make comments on the private portion of the work
- if there is contingencies in place should the development not move forward

- what happens if the project hasn't started within the next five years
- that the development could be in conflict with the Downtown BIA
- is there specific plans to link Terminals Point with the Downtown core
- is consideration being made to improve active transportation and to reduce vehicle traffic
- the importance of ensuring that the BIA leverages from the waterfront development and that it all ties together
- the importance of linking the downtown and the waterfront infrastructure
- is there any remedial work being done regarding the wood the structure is sitting on
- how many more spaces will there be for boats
- that the hotel could take away business from other hotels in Town
- is a market analysis being done to ensure that 250 hotel rooms will be filled
- if consideration is being made to close north Hurontario Street from First to Sidelaunch Way to pedestrian traffic only

4.3 2024 Annual Report

General Manager Nicholson reviewed the 2024 Annual Reports for the Improvement Committee, Promotion Committee and the Maintenance and Beautification Committee noting completed work and successes in 2024. There were no questions from members regarding the 2024 Annual Report

4.4 Presentation of 2025 Initiatives by Advisory Committees

Member Conway provided members with a review of the Role of the Business Improvement Area (BIA) as defined in the *Municipal Act* and the purpose of the BIA. Member Conway confirmed that the work of the BIA is integral to the Pillars as presented in the Town of Collingwood's Community Based Strategic Plan.

Member Conway reviewed the key work of each sub-committee (Beautification and Maintenance; Promotions; and Improvement), and outlined the top strategic priorities for 2025 and the next 2-5 years. Member Conway confirmed the importance of receiving feedback and ideas from members and how valued members thoughts and opinions are.

General Manager Nicholson reviewed the 2025 Initiatives for each sub-committee and noted upcoming plans and secured funding. General

Manager Nicholson answered questions and received comments from members regarding clarification on the new zoning by-law and what is involved; accolades to Councillor Potts for advocating for town support for the full-time maintenance worker position; that the Manager of Economic Development was on the CBC promoting Collingwood's Downtown; that Collingwood's Downtown is a tourism driver; if there is plans to host a Winter Fest again.

4.5 2025 Budget

General Manager Nicholson reviewed the 2025 Budget noting the current tax levy, additional funding through grants, fees, ticket sales and sponsorships. General Manager Nicholson noted total expenditures and answered questions from members regarding how the 2024 budget lines up with the 2024 actuals; the challenges in making strong profit in retail; and if the maintenance worker has been provided a new snow blower.

BIA-026-2025

Moved by: Carol Young-Petten

Seconded by: Krystina Cunningham

THAT the Collingwood Downtown BIA Membership receive the recommended 2025 budget as presented.

CARRIED

5. Other / New Business

5.1 Questions/Comments

General Manager Nicholson thanked members for their participation in the meeting and opened the floor to questions and comments. Members discussed:

- the Christmas Tree lighting
- appreciation for the sustained effort in graffiti removal
- if there is a bylaw which requires garbage containers to be enclosed
- that there are a lot of garbage containers visible and if consideration could be made to beautify them
- if Simcoe County is no longer picking up curbside recycling from businesses downtown
- if the BIA would consider a smoking ban in the Downtown BIA area
- parking and the administration of parking tickets
- pot holes and the need for maintenance

6. Adjournment

Moved by: Councillor Potts

THAT the Collingwood BIA Annual General Membership meeting be hereby adjourned at 9:29 a.m., **CARRIED.**

Chair