



**BIA IMPROVEMENT ADVISORY  
COMMITTEE MINUTES**  
Meeting Date: March 7, 2025

**Present:** Members: Sarah Pennal, Lindsay Watson, Lynda Conway, Councillor Chris Potts

**Staff Present:** Susan Nicholson, General Manager

**1. CALL OF ADVISORY COMMITTEE TO ORDER**

**2. ADOPTION OF AGENDA**

**THAT** the content of the BIA Improvement Advisory Committee Agenda for March 7, 2025 be adopted as presented.

**CARRIED**

**3. DECLARATIONS OF PECUNIARY INTEREST**

None Declared

**4. DEPUTATION**

**5. BUSINESS ARISING FROM THE PREVIOUS MINUTES**

5.1 Annual General Meeting – Review

The Committee agreed that the meeting had been well attended and very positive. The presentation regarding the Terminals Point project created interest and questions from the membership.

The committee reviewed feedback that had been received from the membership including:

- Posting the Strategic Planning document on the BIA website,
- Upcoming Changes to the recycling pick up and the potential for its negative impact on the downtown
- The need for continued consultation regarding the Terminals Point project, its impact on existing accommodators and the need for connections from the waterfront to the downtown
- The visibility of large garbage containers in the downtown
- Aggressive ticketing and the confusion surrounding a courtesy timeline

5.2 Property Standards – Review of Standards and Enforcement

[Property Standards ByLaw](#)

The committee reviewed the bylaws regarding property standards and discussed the best way to address issues of non-compliance. The committee agreed to file a complaint regarding two outstanding properties through Service Collingwood. It was noted that there was a new tag on a private property and staff will report it to the town to ensure that it is dealt with promptly.

- 5.3 Member Survey – Timeline for submissions and review  
The committee agreed to setting a deadline of March 14 for final submissions, so that the results can be reviewed at the next committee meeting, followed by a presentation at the April board meeting. Two more submissions were received at the recent AGM, but it was noted that all the other attendees had already submitted surveys.

## 6. STRATEGIC PRIORITIES FOR 2025

- 6.1 Mental Health & Homelessness  
Councillor Potts reported that he had requested updates of the occurrences and would share information when he received it.
- 6.2 Working with town on parking opportunities  
The committee discussed the issue with aggressive ticketing complaints and suggested that training for by-law staff to deal with other issues such as riding bikes on the sidewalk would be helpful in keeping the downtown safer. Staff will also reach out to the town's communications department to discuss ways to provide more education and signage regarding this bylaw.
- 6.3 Membership Education & Engagement  
Staff is researching samples of other BIA member information packages to update our current file. She also reported that the Promotion Committee had discussed hosting an After 6 at a member business in April
- 6.4 Connection with Town Staff – Zoning, Densification, Emergency Preparedness, New Developments  
Staff reported that town staff are undertaking discussions regarding the various objections to the Official Plan in hopes to resolve outstanding issues.

The committee also discussed the Arts Centre/MURF projects and expressed the need for the BIA to have the opportunity to provide input. Staff will connect with town staff to determine a timeline for the reports to be presented to Council.

- 6.5 BIA Boundary Expansion  
No Update

## 7. NEXT MEETING

- 7.1 April 4

## 8. ADJOURNMENT