

General Manager's Update – March 2025

Administration/Improvement

- Downtown Master Plan project –follow up with town staff lead regarding work plan development
- Finalized 2025 budget
- Continue to follow up with Simcoe County regarding One Solutions Pilot project regarding setting up meeting to review and discuss; discussions at committee and with town staff regarding Transit Terminal issues
- Follow up with representative of Atimo Homes regarding connecting with the BIA membership
- Follow up meeting with Town Finance staff and auditor regarding revision of 2023 audit
- Finalize BIA member survey and circulated to members; several email and in-person follow ups
- Coordination of Annual General Membership Meeting – March 4
- Coordination of Board member's employment change and Board resignation with Clerk's office; issued call for vacant board seat to membership
- Submitted Simcoe County Tourism Partnership grant application – marketing support for Art on the Street initiative
- Submitted four RTO7 Partnership Applications – three social media (overall downtown as a destination marketing; Fashion Week; Christmas Market) and one Storytelling to support marketing efforts
- Application to RTO7 to its Tech Compass program to have the contractor undertake a technology assessment
- Reviewed changes to town's procurement policy regarding sourcing Canadian
- Attended Mayor's Roundtable regarding tariff impacts on the local business community

Maintenance / Beautification

- Continued onboarding of Maintenance / Event assistance staff
- Follow up regarding final removal of Christmas décor
- Call to Artists for Art on the Street; deadline March 7; meeting on March 12 to review submissions
- Contacted CWOOD sign contractor to deal with tagging on CWOOD sign; filed police report
- Met with planter contractor to finalize 2025 work plan and plan to turn to spring in time for OBIAA Conference

Marketing and Promotions / Events and Activities

- Planning meetings with social media staff
- Downtown Gift Card - merchant onboarding ongoing
- Attending Town of Collingwood Events meetings held bi-weekly to review 2025 plans/marketing initiatives
- Meeting with new Executive Director for Pride event
- Coordinated circulation of Farmers' Market applications with staff
- Launch of OBIAA's Shop Main Street Canada/Support Local campaign; circulation to members
- Attended member meeting regarding dealing with tariff environment
- Attended Festival and Events Conference – Fashion Week recognized as one of the Top 100 events in Ontario
- Newsletters – February 18, 24, 26, March 3, 5

Ontario BIA Association (OBIAA) Update

- OBIAA Board Meeting – February 25; AGM – March 6
- CRM Project – continue to work with staff and contractor to upload membership to the system again and develop a plan to fully implement it
- 2025 Conference –Conference committee meetings scheduled monthly; working on social activities on Sunday afternoon and evening dine around, as well as Tuesday dinner/evening.

Member Updates

- Vaiya rebranded to The Daisy Chain
- Satica Cannabis (312 Hurontario St) has closed and building has been sold