



TOWN OF COLLINGWOOD

COLLINGWOOD DOWNTOWN BIA BOARD OF MANAGEMENT

April 10, 2025, 7:30 a.m.
Town Hall, Second Floor, Braniff Room
97 Hurontario Street, Collingwood, ON

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

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

1. Call to Order

1.1 Welcome New Member & Board Member Introductions

Chair Pennal called the meeting to order at 7:35 a.m. Board members welcomed David Conning to the meeting and introductions were made.

2. Adoption of the Agenda

BIA-039-2025

Moved by: Carol Young-Petten

Seconded by: Lynda Conway

THAT the content of the Collingwood Downtown BIA Board of Management agenda for Thursday, April 10, 2025, be adopted as presented.

CARRIED

3. Declarations of Pecuniary Interest

Member Conning noted a potential conflict with items related to the Collingwood Blues as he is an executive member of the Board.

4. Adoption of Minutes

The minutes of the regular meeting of the Downtown Collingwood BIA Board of Management held on March 13, 2025, were approved electronically by the Board and forwarded to Council for receipt at its next regular meeting.

5. Business Arising from the Previous Meeting

None.

6. Deputations

None.

7. Reports from Committees and BIA General Manager

7.1 Financial Report

General Manager Nicholson provided the Board with an overview of the financial statement for the period ending March 31 and the accounts payable vouchers for the period up to April 10, 2025. General Manager Nicholson answered questions and received comments from the Board regarding grant funding received; consultant legal fees; and where membership registration for the OBIAA Conference is itemized.

BIA-040-2025

Moved by: Susan Bishop

Seconded by: Krystina Cunningham

THAT the Collingwood Downtown BIA Board of Management accepts the Financial Statement for the period ending March 31, 2025 as presented.

CARRIED

BIA-041-2025

Moved by: Chris Potts

Seconded by: Krystina Cunningham

THAT the Collingwood Downtown Board of Management Business Improvement

Area (BIA) endorse the Accounts Payable Vouchers for the period up to April 10, 2025 in the amount of \$28,582.99 as presented.

CARRIED

Member Conning abstained from voting on this item (BIA-042-2025) due to a previously declared conflict.

BIA-042-2025

Moved by: Susan Bishop

Seconded by: Krystina Cunningham

THAT the Collingwood Downtown Board of Management Business Improvement Area (BIA) endorse the Accounts Payable Vouchers for the period up to April 10, 2025 in the amount of \$700.00 for the purchase of Miconex (Gift Card prizing) for the Collingwood Blues hockey games.

CARRIED

Member Conning returned to regular voting status at this time.

7.2 Maintenance and Beautification Committee

Member Cormick provided a high level review of the BIA Maintenance and Beautification Advisory Committee minutes from the meeting on April 8, 2025.

Clerk Almas confirmed next steps regarding the Downtown Master Plan.

Member Conway briefed the Board on the Town's graffiti management process and noted that there are businesses downtown that are not following the Town's property standards by-law. General Manager Nicholson confirmed that she is working with the by-law and planning department regarding concerns.

Clerk Almas provided an overview on the complaint process and suggested that BIA members be made aware that the Board can address concerns and submit a complaint regarding a by-law infraction to the Town on their behalf.

Board members discussed cigarette receptacle locations; the parkette at 84 Hurontario Street and plans for use of the space moving forward; Action Item #12 in the Downtown Master Plan; the status of the Art Centre; and concerns from the adjacent property of maintenance that is needed on the building wall facing the parkette that is delayed until a final determination is made regarding the use of the land.

BIA-043-2025

Moved by: Carol Young-Petten

Seconded by: Krystina Cunningham

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

CARRIED**7.3 Improvement Committee**

Chair Pennal provided an update from the BIA Improvement Advisory Committee noting recent updates on the status of the Arts Centre; a joint council meeting with the Town of Blue Mountain regarding the MURF, and the Collingwood and the Blue Mountains OPP Action Plan Consultation and next steps.

Clerk Almas answered questions from the Board regarding whether the BIA should have a role in gathering data or providing information in advance of the Town's upcoming Parking Study. Clerk Almas confirmed that General Manager Nicholson reach out to the Manager of Infrastructure and advise that the BIA could be of assistance in the collection of information and would be interested in being part of the discussions in some way.

Board members discussed the status of the Arts Centre and Council's recent request to rescope the project. Board members discussed the flex model presented to Council and location considerations.

BIA-044-2025

Moved by: Krystina Cunningham

Seconded by: Susan Bishop

THAT the Collingwood Downtown BIA Board of Management request that Council consider the Collingwood Leisure Time Club property (100 Minnesota Street) to be considered as a location for the Arts Centre.

CARRIED

BIA-045-2025

Moved by: Susan Bishop

Seconded by: Lynda Conway

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

CARRIED

7.4 Promotion Committee

Member Young-Petten provided the Board with an update from the Promotion Advisory Committee noting upcoming events taking place downtown such as the Easter Egg Hunt, Local Live Lunch, and Canada Day programming organized in collaboration with the Town, which will span June 28 to July 1. Member Young-Petten noted that businesses are encouraging their Staff to wear red and white during the events.

Chair Pennal provided an update on Collingwood Fashion Week and changes to programming this year. Chair Pennal noted that the committee is looking to the Board for input regarding a charity to support with the

proceeds of Fashion week and confirmed that the Collingwood Hospital was in receipt of fundraising last year. Board members discussed potential charities to support. Chair Pennal confirmed that she will present all options discussed with committee and that a decision will be made at the committee level.

Member Young-Petten provided the Board with an update on the Farmers Market and General Manager Nicholson answered questions from the Board regarding the use of 84 Hurontario Street during the Farmer's Market and if consideration could be made to use the open space as a food court, with tables set up for people to sit.

Member Young-Petten noted that the Promotions Committee discussed the importance of getting messaging out to the members in printed form and with personal visits, in combination with e-newsletters.

Board members discussed the challenges retailers are facing under the current economic conditions. General Manager Nicholson confirmed that she would work with Member Conning to plan another member meeting to discuss the impacts of the tariffs on their businesses.

BIA-046-2025

Moved by: Krystina Cunningham

Seconded by: Carol Young-Petten

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

CARRIED

7.5 Council Updates (if applicable)

Councillor Potts provided the Board with an update on the Transit Terminal, security reports and statistics, the use of the housing units at Campbell and High Street; how the Town is working with the County and other stakeholders to assist with warming and cooling centers in Town; and that he plans to discuss methods to ensure that bus shelters are being kept clean.

Councillor Potts and Clerk Almas answered questions from the Board regarding if there are any washroom facilities in Town that are available 24 hours a day; the time span that the report is able to draw comparisons from; clarification on trespassing orders; confirmation that Landmark is the name of the bus company; and how trespassing orders are enforced on private property.

General Manager Nicholson confirmed that she would provide members with a re-cap of the update provided by Councillor Potts advising them of the work the Town has been doing.

7.6 Heritage Committee Representative

Member Conway provided an update from the Heritage Committee noting that a new member has joined the Committee; Scotiabank will be updating their signage and it will comply with the standards of the heritage district; and that obtaining insurance for heritage homes and businesses has been challenging and the Committee will be hosting a workshop in the Spring in its regard.

7.7 General Manager Report, GM Nicholson

General Manager Nicholson briefed the Board on the General Manager Report for March 2025. There were no questions from the Board regarding the report.

General Manager Nicholson noted the success of the Ontario BIA Association (OBIAA) Conference and the respect shared between the BIA and the Municipality.

Board members thanked General Manager Nicholson for her hard work in organizing the conference. General Manager Nicholson noted that the Collingwood Downtown BIA received Provincial recognition for 'Saga' Public Art Installation.

BIA-047-2025

Moved by: Susan Bishop

Seconded by: Krystina Cunningham

THAT the General Manager monthly report be received as presented.

8. Other Business

8.1 ** Addition: Procedure to Approve Minutes

Coordinator Haines briefed the Board on the procedure to adopt minutes electronically via email noting timelines to advance minutes for Council's approval.

8.2 National Volunteer Week - April 27 to May 3

Chair Pennal noted that the Town will be observing National Volunteer Week with a flag raising on April 25 at 2:00 pm and a social hour after. General Manager Nicholson noted that the invitation has been extended to all BIA volunteers.

8.3 BIA Member Survey Results

Member Conway provided the Board with a high-level overview of the 2025 BIA Survey Results confirming that each sub-committee has been provided their specific survey results for a deeper review. Member Conway noted that General Manager Nicholson will be presenting the results of the survey to Council at the end of April.

Member Conway confirmed a 25% survey response by BIA members and reviewed 'satisfaction level' scores regarding events, marketing, gardens, decorations and maintenance.

Member Conway summarized key priorities outlined via comments, reviewed the BIA's 2025 Strategic Priorities, key measures and current results.

Member Young-Petten and Member Cunningham left the meeting at this time.

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

- clarification on the question asked specifically about the Multi-Use Recreational Facility
- confirmation that the answers obtained are specific to what BIA members want
- that the priorities presented represent that of the businesses downtown
- confirmation that a summary of the survey results will be sent to BIA members
- that downtown patios should be considered in the Town's Parking Study
- how cell phone data can determine how residents and visitors are accounted for via the Environics platform

Board members thanked Member Conway for her efforts.

8.4 ** Addition: Business After Six

Board members discussed the benefits of the Business After Six event. General Manager Nicholson confirmed that she will work with Member Young-Petten to set up another event.

9. Correspondence

9.1 Email Correspondence regarding Arts Centre

There was no discussion by the Board regarding this matter.

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, May 8, 2025, commencing at 7:30 a.m.

12. Adjournment

Moved by: Member Bishop

THAT the meeting of the Collingwood Downtown BIA Board of Management be hereby adjourned at 9:30 a.m., **CARRIED.**

Chair