

Downtown Elmira BIA Board Agenda

Date: Monday, September 9, 2024

Time: 6:30pm

Location: Grill on the Green Restaurant at The Elmira Golf Club, 40 Eldale Rd, Elmira, ON & Virtual on MS Teams

Call to Order – Chair John Tsintaris

Land Acknowledgment

Acknowledgement by John T

Delegates

Alex Smyth, Deputy Clerk; Woolwich Township

BIA membership clarification, appointment process, credit card process, legislation/Township procedures. [Ministry of Municipal Affairs BIA Handbook](#)

- Membership clarification: it is not permitted for BIA boards to have non-voting members
- Appointment process:
- Resignation process: Township must receive written resignations, whether it's a text or email for records.
- Credit card process:
- Legislation/Township procedures:

Approval of Minutes

Approval of [July 8 meeting minutes](#)

New Business

1. Administration

- Kim - Levy cheque distribution process change
- Kim - Review [Woolwich Township website](#)
- John - Additional Board Member Policy & Procedure
- John - Official welcome to Tamara Yates to the Downtown Elmira BIA Board as of August 27th the Council of the Township of Woolwich, considering Report C20-2024
- Nomination: Naide Schnider
 - Motion and seconded
 - Vote -

2. Beautification

- Dana - Art Project 2.0 update
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- Dana - Community Seating Area 2025
 - RFP consideration
- Dana - Banners
 - Schedule change update
 - New 2025 spring banners required

3. Promotional Events

- John - Elmira BIA Business Owners Social
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- Moonlight Madness (Dec 6, 2024)
 - [Task List](#)
 - [BIA website](#)
 - [BIA Facebook Event](#)

4. Promotion, Advertising & Marketing

- Krista - Bandstand Market Update
- Dana - Hiring a Marketing Manager

5. Community Improvement Plan (CIP)

- Dana - update on [grant submissions](#) (deadline Sept 15)
 - Landscape (1), Accessibility (2), Facade (5)

Other Business

1. Development of a Strategic Plan
 - Dave - [Mission Statement](#) revision update

Township Update (Derek)

- Ec. Dev. role
 - Jenna Morris will be returning mid-September. Both Derek and Jenna will be in this role until December 31st, 2024 so please keep them both in BIA comms. meetings, events etc.
- Business heritage awards / anniversaries - update
- Public parking signs - update
- Employees vs. public parking - update

Financials

[Budget Review](#) and [Monthly Transaction](#) Approval

Next Meeting

Monday, October 7, 2024 at 6:30 pm at Grill on the Green Restaurant

Meeting Adjournment