

Downtown Elmira BIA Board Agenda

Date: Monday, October 7, 2024

Time: 6:30pm

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

Attendees: John Tsintaris, Dana Costello, Krista McBay, Nathan Cadeau, Derek Hughes, Jenna Deboer, Naide Schnider, Kim Walsh; recording.

Regrets:

Guests:

Call to Order –

Land Acknowledgment

Delegates

None

Approval of Minutes

Approval of [July 8 meeting minutes](#) & [Sept 2 meeting minutes](#)

New Business

1. Administration

- Dana - Debit card update
- John - Committee update

2. Beautification

- Dana - Art Project 2.0 update
- Dana - Community Seating Area 2025

3. Promotional Events

- John, Krista, and Naide - Moonlight Madness (Dec 6, 2024)

4. Promotion, Advertising & Marketing

- Krista - Bandstand Market Advertising Campaign
- Krista - Faces of Downtown Update
- Dana - Hiring a Marketing Manager

5. Community Improvement Plan (CIP)

- Dana & Nathan - update on grant submissions

Other Business

- John - BoardMembers

Township Update (Derek)

- Business heritage awards / anniversaries - update
- Public parking signs & Employees vs. public parking. Add extra 2 hour parking spots behind Sip n Bite - update

Financials

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

Next Meeting

Monday, November 4, 2024 at 6:30 pm at Grill on the Green Restaurant

Meeting Adjournment