

Downtown Elmira BIA Board Agenda

Date: Monday, November 4, 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,, Naide Schnider, Kim Walsh; recording.

Regrets:

Guests:

Call to Order

Land Acknowledgment

Delegates

Approval of Minutes

Approval of [October 2024 meeting minutes](#)

Township Update (Derek)

- CIP (Community Improvement Plan) grants
- AccessNow App
- 10-Day Dining Event
- Public Parking and Employee Parking Update
- Business Heritage Awards/Anniversaries Update

Other Business

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1. Administration

- Dana - Welcome Dr. Amara as the Board's new Marketing Advisor to the Board
- Dana / John - Board member recruitment
- Newsletter Email

2. Promotion, Advertising & Marketing

- Krista - Moonlight Madness (New date: Nov 29, 2024)
 - [Task List](#)
- Dana - Hiring of Marketing Coordinator status update
- Krista - Bandstand Market Advertising Campaign
- Krista - Faces of Downtown Update

3. Beautification

- Dana - Greenery Status Update
- Dana - Art Project 2.0 Update
- Dana - Community Seating Area 2025
 - Sketches and RFQ review
- Dana - New 2025 spring banners required
- Dana - Floristerra signage in planters request

New Business

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Financials

- Dana - 2025 Budget Review
- Dana - 2025 AGM
- Budget [Review](#) and [Monthly Transaction](#) Approval

Next Meeting

Monday, December 9, 2024 at 6:30 pm at Grill on the Green Restaurant

Meeting Adjournment at 9:34pm