



MINUTES OF THE WINGHAM BUSINESS IMPROVEMENT AREA GENERAL MEETING

Date: March 20, 2025

Time: 6:30 pm

Location: North Huron Wescast Community Centre – Hot Stove Lounge

Call to Order: 6:30 pm

General Discussion:

Moved By: Doug Kuyvenhoven

Seconded By: Mitchell Pyke

CARRIED

Adjournment: 6:30pm

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MINUTES OF THE WINGHAM BUSINESS IMPROVEMENT AREA BOARD MEETING

Date: March 20, 2025

Time: 7:07pm

Location: North Huron Wescast Community Centre – Hot Stove Lounge

Members Present:

Mitch Wright, Council Representative/Vice Chair

Doug Kuyvenhoven, Treasurer

Ryan Fergusson

Joey Havers

Mitchell Pyke

Amanda Martyn, Secretary

Regrets:

Dave Tiffin, Jim Snyder, Mitchell Pyke

Others Present:

Paul Heffer, Cory Bilyea, Nelson Santos

1. CALL TO ORDER: 6:30pm

2. CONFIRMATION OF THE AGENDA

Moved By: Ryan Fergusson

Seconded By: Doug Kuyvenhoven

THAT the Wingham BIA Board hereby accept the Agenda, as presented, for the March 20, 2025, meeting.

CARRIED

3. DISCLOSURE OF PECUNIARY INTEREST - None Noted

4. MOTION TO RECEIVE MINUTES OF PRIOR MEETING

Moved By: Doug Kuyvenhoven

Seconded By: Ryan Fergusson

THAT the Wingham BIA Board hereby adopts the minutes of the January 16, 2024 meeting, as presented

CARRIED

5. PUBLIC MEETINGS/DELEGATIONS

Nelson Santos, is the newly appointed CAO. He is looking forward to establishing a good relationship between the Township of North Huron and the BIA. Roundtable introductions were done to introduce everyone, and discussed the links between the BIA, volunteer committee and the theater volunteer committee.

6. BUSINESS ARISING – None noted at this time, some follow up is still ongoing

7. CHAIR REPORT

Motion to Accept: Ryan Fergusson

Seconded By: Joey Havers

Chair Tiffin left a memo regarding the need to nominate the roles for the executive board for the upcoming year.

Dave Tiffin has been re-nominated as Chair for the upcoming year, March 2025 – February 2026. Mith Wright will be Vice Chair, Amanda Martyn will be Secretary and Doug Kuyvenhoven will be Treasurer.

8. FINANCIAL REPORT

Motion to Accept: Doug Kuyvenhoven

Seconded By: Mitchell Pyke

Full report sent out by email from Doug. In summary, there is roughly \$52,000-\$53,000.00 (take \$22,000 away for BIA Bucks) in the bank. A number of accounts have been paid up. On the liability side, there is HST payable, and outstanding BIA Bucks to be cashed in. On the income side, associate member fees (\$2100.00) which was budgeted. Noted that the LED sign does encourage associate members to join. We have not spent much this year as of yet. Net income around \$1000.00.

Cheque Detail – Bayshore broadcasting \$461.00 (from last year invoice), as well as BIA bucks were paid out.

CARRIED

9. NORTH HURON COUNCIL REPORT

Councillor Wright provided an update from North Huron Council as follows:

- CAO – successful candidate in place
- Budget Meeting – Township is looking at a 3.11% increase for the year. There was a public meeting last week, a lot of the projects are the same as last year. Some of the specific items include money to be set aside for a tandem plough and street resurfacing. Larger items include the armories parking lot (there are accessibility issues for people attending performances at the town hall), the temporary repair/fix of sand filter in Blyth water treatment plant as they received an order from the Ministry of Environment that it has to be fixed (a solution has been found and they didn't have to rent the trailer which was going to be very expensive)
- Lead hand for Public Works is in the process of being replaced due to staff movement

10. COMMITTEE REPORTS

a. Retail

Joey Havers provided an update on the retail committee ongoings. Marla, has set the tentative dates for the sidewalk sales for July 24-25 2025, this is still pending overall commitment with a solid plan to come. The committee also wants to start preparations for the Festival of Lanterns (if continued) and the Christmas season. They are potentially looking to co-ordinate with Paige at the Frosty Queen for their Cruise Nights. There are around 30 members in email chain and communication is going well, looking at participation in different events (home shows/trade shows etc). Christine's Clothes Closet and The 2 Step still going to do their backdoor sale, dates TBD. Shop Wingham's Facebook page posting more (daily specials/sales etc)... they found that the raffle for BIA bucks got them extra 100 followers very quickly. A reminder that the BIA has budgeted funds that they can request funds for support as needed.

A discussion was had as to whether the BIA can do anything else to assist – such as providing funding for the hiring of street musicians or car shows advertising. The Lions Club had success with their car show, and wondering if we can see how we can support with the Cruise Night/Sidewalk Sale.

b. Curb Appeal

Earth Day is April 22nd. Doug has arranged a town clean up and garbage collection. Volunteers will be showing up at 8:30 at the Maitland River Community Church. Project is expected to be around 2 hours to complete. Garbage bags and safety vests provided. Great opportunity for a photo opportunity. Pete Mulvey handed the torch onto the BIA to run this event. Advertisements are on the LED sign. Working towards capturing email addresses this year so that we have a listing of active volunteers in the community.

The flower baskets have all been picked up and have gone to Greyhaven Gardens for preparation. This year they should look sharper as the lamp posts will match the baskets. Expecting them to be arriving for the May long weekend.

Paint the town to be scheduled again. A big effort this year completed by volunteers to paint railings, doors, etc.

c. Projects Update

-Video Surveillance –Currently in the hands of Carson. We will give him some leeway as he has been busy with lots of transition items and this is not priority at this time. At last communication, he was working on drafting a policy.

-LED Sign – We are still receiving requests to advertise. Doug checked the Chamber of Commerce on the LED sign in Listowel. They are charging: \$100.00 for 1 week, \$300.00 for 1 month etc. If you are a Chamber Member then a discount is provided. If the BIA has 5 requests (buying) on a monthly bases, intermingled amongst the other advertisements (setting a maximum rotation amount so that there are so many “hits” per x amount of time) this could generate \$10,000.00 annually. 10 people would be \$20,000.00. The potential issue here is go is going to maintain and run the advertisements because at this point it is volunteer. Doug has emailed Ashley and unfortunately she does not have the capacity to entertain this right now. Doug does have some part-time staff that know Canva (the program to run the ads) and one is interested but there would need to be a discussion on a pay-rate with that person for a cut of the profits. There would also be a need for rules and regulations to be determined as well – ie that we require payment in advance, town events and a rolling BIA members for free but if you want to run a specific ad or promotion then you would pay etc. This could be a good income stream to have both replacement/maintenance cost for the sign itself, and a surplus. There was a concern expressed that our policy would need to be direct to avoid any potential negative or legal loopholes. It was also discussed that since the LED sign doesn't cost us anything, that maybe we could consider offering BIA members a free week/year for an advertisement to avoid pushback. This could generate some positive feedback for them and drive up associate members as well. Doug will work on update the policy on the current sign and submit a proposal for consideration next meeting for further discussion.

11. Other Business

-Cornerstone Pizza is for sale

-Hailey from Duck Duck Juice – is now offering catering and charcuterie boards

-New business in town - Jantina's Patry – giftware and coffee bar, opened at 306 Josephine Street

-BIA Facebook – Dave is in charge of this. Do we have a policy on here as to what we can/cant post and share?

12. CLOSED SESSION (IF REQUIRED)

None

13. ADJOURNMENT

Moved By: Ryan Fergusson

Seconded By: Doug Kuyvenhoven

Next meeting is Thursday April 17

THAT the Wingham BIA Board agrees that there being no further business before the Board, the meeting adjourn at 7:12pm.

CARRIED

Chair

Secretary