



MINUTES OF THE WINGHAM BUSINESS IMPROVEMENT AREA GENERAL MEETING

Date: August 21st, 2025

Time: 6:30 pm

Location: North Huron Wescast Community Centre – Hot Stove Lounge

Call to Order: 6:30 pm

General Discussion

Moved By: Dave Tiffin

Seconded By: Jim Snyder

Joe and Heidi Carter are taking over Festival of Lanterns. It is an approved sub-committee of the retail committee, no motion needed. Requesting a \$2000.00 budget for 2025. In this budget, \$300 allotted for BIA bucks for prizes on house decorating, remainder is dependant on cost of pumpkins (200 to public school, 100 to high school, 100 to Catholic school. They would like to know by October. No expectation to max it out, just wanting some wiggle room. Typically, Festival of Lanterns runs the last Friday before Halloween, however there is a performance at the theatre on Friday the 23rd. They have spoken with the businesses and have approval to hold it the Thursday before as this still coincides with their Moonlight Madness campaign anyways. Asking if the BIA can assist with the promotion (update the website with upcoming events). Joe and Heidi are considering dropping the Festival of Lanterns website as its added cost, and just promote through social media instead.

Adjournment: 6:40pm

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MINUTES OF THE WINGHAM BUSINESS IMPROVEMENT AREA BOARD MEETING

Date: May 15, 2025

Time: 6:32 pm

Location: North Huron Wescast Community Centre – Hot Stove Lounge

Members Present:

Dave Tiffin, Chair
Mitch Wright
Jim Snyder
Ryan Fergusson
Amanda Martyn, Secretary

Regrets:
Others Present:

Doug Kuyvenhoven, Treasurer
Paul Heffer, Joe Carter, Heidi Carter, Douglas
Borowski, JC Smit, Cory Bilyea

1. CALL TO ORDER: 6:41pm

2. CONFIRMATION OF THE AGENDA

Moved By: Dave Tiffin

Seconded By: Ryan Fergusson

THAT the Wingham BIA Board hereby accept the Agenda, as presented, for the August 21st, 2025 meeting.

CARRIED

3. DISCLOSURE OF PECUNIARY INTEREST - None Noted

4. MOTION TO RECEIVE MINUTES OF PRIOR MEETING

Moved By: Mitch Wright

Seconded By: Ryan Fergusson

THAT the Wingham BIA Board hereby adopts the minutes of the June 15th, 2025 meeting, as presented.

CARRIED

5. PUBLIC MEETINGS/DELEGATIONS – Nothing to report

6. BOARD CHANGE

Moved By: Dave Tiffin

Seconded By: Mitch Wright

We received an emailed letter of resignation from Mitchell Pyke. Due to schedule conflicts he cannot commit to meeting regularly but is happy to assist with BIA events.

A motion was made to accept, with regret, the resignation of Mitch Pyke

BIA requires one council representative and 4-8 members. Right now we are still within those guidelines. Not actively looking to increase at this time. We will put a notice out for interest at the next AGM in February 2026.

CARRIED

7. CHAIR REPORT

Digital Sign – We have had a few businesses take up advertising on the digital sign. It seems to be going well and expected to ramp up as people become aware of the opportunity. Noted that there is a panel out in the top left of the sign. We will be calling Cox Signs to repair.

Second Digital Sign – This is Doug’s project. Without him present there is not a whole lot to update other than he has permission from Huron County. Update to come next meeting.

8. FINANCIAL REPORT

Nothing to report

9. NORTH HURON COUNCIL REPORT

Councillor Mitch Wright provided an update:

-Received a delegation from Blyth, that they are going to have their 150th homecoming the weekend of July 1st -4th 2027. They are planning well in advance, but not a lot of details yet. Working on reserving the dates for facilities and are looking to possibly shut down the main street (reroute traffic) etc.

-There has been some interest in looking at more accommodations for the town. The Economic Development Officer is looking at this and gathering information (hotels, bed & breakfast, air b&b etc). This has been noted as one of the issues for larger events being held in Wingham as there are not enough places to stay. Hoping to attract a hotel chain potentially but also have to secure the location.

-Update on Hutton Heights – the planned subdivision has gone through all of the approvals and the 3 year clock has started

-Open House Monday –6:00-7:30pm at the Knights of Columbus. This is a great way to discuss new ideas with the CAO, such as the discussion on a tourism committee (having a unified front)

10. COMMITTEE REPORTS

a. Retail –

b. Curb Appeal – Noah’s Pizza was completely revamped (painted, flowerbeds). Weed trimming is still ongoing. Another big thank you to the core group of volunteers - it is appreciated by the town and the BIA

c. Events Update

-Historical Society – Hosting a Spirit Walk - Friday Sept 12th from 7-9. Costumed guides will provide a tour through town and bring to life stories from the past. This is a ticketed event. Tours every 20 minutes. Starts from Town Hall. Suitable for children 10 and up.

-Township of North Huron – Holding an Community Open House. Monday August 25th 2026 from 6:00pm-7:30pm at the Wingham Columbus Centre Hall. Residents are invited to meet and engage directly with council members in an informal setting to discuss concerns, ask questions, and learn about future plans.

-Festival of Lanterns – Thursday October 25th 2025, in line with Moonlight Madness Sales

-Lighting of the Lights – More information to come.

Projects Update

-Vance Fund

Leland and Thora Vance were long-time residents of Wingham who deeply cared about their community. Total funding \$230,000 of which \$90,000 is available for churches and \$140,000 for recreational facilities. Applications opened August 18th 2025 until September 26th 2025. BIA discussed submitting an application for doing something to honour the Vance's down at the park (a stone similar to Cruickshank). Quotes were obtained with Wingham Memorials & Stratford Memorials but it could be fairly expensive (\$30-\$40k). Looking at the possibility of having another committee (Historical Society) submit the application to take it off BIA's hands and avoid any conflict of interest. Dave will send an email out.

-Theatre Proposal

BIA is considering making another proposal to the township regarding taking over the theatre. Some idea's for the proposal were sent out to read. Dave was looking for feedback from the board. There was good discussion regarding what we are actually proposing to do. It was noted that the new CAO does want to reduce silos and is working towards ironing out some of the ongoing issues. It was felt that there needs to be a delegation come to council that says the BIA want to make x changes and this is what we are going to do etc. Considering whether or not it is better to propose a delegation of a paid staff to take over the bookings but we need to consider how much time this takes (is it just a contact point) and the consideration that it still needs to be done properly for timing (to meet the industry standard). There were talks about training house managers (volunteers as unpaid staff) and whether or not we are able to put something together to discuss with Nelson about our proposed changes. No motion has been made at this time.

Other Business

- a. Stores closing: The Riverview, The Two Step, Beerstore, Cornerstone, Candy Corner - is there any projects proposed from the Economic Development standpoint? How do we attract businesses to town. Many feel we have to promote tourism (sporting & theatre). BIA could consider in the budget for 2025 another "rent that space" promotion. Something different/creative as we have so many empty storefronts and we need to promote small/local businesses.
- b. Royal Homes: looks promising, wanting to double/triple the workforce, building smaller houses with more production – will have positive impact on the community.

12. CLOSED SESSION (IF REQUIRED)

None

13. ADJOURNMENT

Moved By: Dave Tiffin

Seconded By: Ryan Fergusson

Next meeting is Thursday September 18th.

THAT the Wingham BIA Board agrees that there being no further business before the Board, the meeting adjourn at 7:34pm.

CARRIED

Chair

Secretary