

Wingham BIA – General Meeting
Thursday, April 26, 6:30pm – Hot Stove Lounge

General Meeting:

Called to order: 6:30

1. General Discussion for those present - Nothing noted.

Adjourned: 6:31pm

Wingham BIA – Board of Management Meeting
Thursday, April 26, 6:30pm – Hot Stove Lounge

Board Members Present: Carolyn Young, Annette Monsma, Mitch Wright, Joey Havers; Dave Tiffin, Jim Snyder

Regrets: Doug Kuyvenhoven, Ryan Ferguson

Others Present: Corey Biylea, Paul Heffer

1. Welcome – Called to order @ 6:31pm
2. Public Input – None noted.
3. Approval of Agenda - completed.
4. Declaration of Conflicts of Interest – none noted.
5. Approval of Previous Minutes from March 2024 –
 - a. **Moved by: Mitch W..: 2nd by: Joey H. – Carried**
6. Financial – Treasurer
 - a. Financial Statements presented by Dave Tiffin
 - b. Cheques written - **Moved by Carolyn Y.; 2nd by Joey H. - Carried**
 - c. A/R Review – presented by Dave Tiffin
 - d. Council – Chris Townes
 - a. Chris brought forth concerns with cameras on main street.

- b. BIA Budget was passed as is with camera's deferred until more information can be provided.
- c. Chris noted cameras would fall under Records Retention Policy.
- d. Possible path forward would be to reach out to OPP to see if they could be the official owner of the information. Therefore, not owned by Municipality.
- e. Deferred for more information.

7. Council update – Mitch Wright

- a. Economic Development Officer hired – Ritu Bhardwaj. Anticipated start date in May. 3,
- b. Howson Dam – Tree clearing has started. With Removal date slated for July. Should take a couple months to complete.
- c. Hutton Heights – Storm Sewer install construction has begun.
- d. Military Exercise – Military is conduction emergency services exercise in Blyth, Wingham and surrounding areas. First week of May. Should have little impact on residents.

8. In it to Win It – Carolyn

- a. Carolyn met with Ec.Dev officer for Saugeen to discuss how they worked their Hawk's Nest in October 2024
- b. Saugeen's budget was approx. \$90K.
- c. They hired a coordinator to manage event and sponsorship.
- d. Event was lived / televised – with a pre taping component.
- e. Lots of advertising
- f. Hawks contributed a minimum of \$5K.
- g. Event covered Grey Bruce/ Wellington / Minto townships.
- h. Competitors
 - a. Went through business planning and workshops.
 - b. Once they completed these, they were eligible to apply.
 - c. Vetting consisted of business plan review, 2 interviews, matrix / evaluation criteria.
 - d. Top 10 were selected – with only 7 carrying on. The remaining 3 were back ups.
 - e. The final 10 went through free pitch training.
 - f. Only successful application new of their final 7 selection. They signed a no disclosure agreement.
- i. Another option discussed with Ec Dev was Pop Up Shops
 - a. Store would use the same location.
 - b. Pay rent for 1 quarter per year.
 - c. Similar types of business so there was minimal impact on store design.
 - d. Option for seasonal stores

9. Theater Update

- a. Dave is looking for a better communication/ open communication with town staff to work out a compromise around the timing of shows at the theatre. Dave has provided an update to the council that the BIA was approached to assist with the theatre. BIA to set up a sub committee for same, with a House Manager position.
- b. Staff have been complaining about noise levels during the day. Complaints seem to involve greenroom, and hall noise.
- c. it was also noted that town also needs to look at their policy around booking hold times and ensure it falls in line with industry standards for promoters.
- d. Dave noted there is room for compromise to ensure we don't lose valuable relationships with promoters. Open communication is required.

10. BIA Committees & Liaisons:

1. Retail Committee:

- a. Meeting in May to plan upcoming promotions.
- b. Joey/ along with retailers are putting together a plan to spend the advertising budget that is available. More to come
- c. Spring promo currently on.
- d. Annette noted shopper traffic is slow.

2. Curb Appeal – Doug K.

- a. Park Benches – 8 old park benches were delivered to Eric Haverkamp in Listowel to refurbish. Once ready, NH staff will replace some of the rougher benches along the community trail with refurbished ones.
- b. Snowflake Lights – 14 in need of repair. They were delivered to Shear Display in Cambridge for repair. Also requested a quote for 5 or 6 new ones. Requested a sepyo wiring to see if 110V receptacles can be added to the wooden light posts from Burnside to Riverview Eatery. Above costs would be considered for the 2025 budget
- c. Welcome to Wingham signs – North end sign delivered to Ken Whitmore of Blyth Printing. Once the north end sign is repaired, south end sign will be repaired. Expected budget is \$7000 approx.
- d. Fire Hydrants – Green team will be working on this most likely in late May early June.
- e. Healthy Computers – Doug assisted Tim Barfoot in applying for the CIP grant to cover 50% of replacing signage on building.
- f. Lyceum Theatre – Doug got permission to do some painting / clean up of front of building. However, given recent collapse on back of building, this will need to be relooked at?
- g. Question came up to see if there is date to for the garbage bins to return to main street. Expectation is soon.

- h. Earth Day Clean up – approx. 40 volunteers assisted. There will most likely be another clean up prior to Homecoming.
- 3. Festival of Lanterns – Lisa and Mark are stepping back from organizing. Actively seeking volunteers to continue. Noted that this is not a BIA initiative, as such, BIA will not be taking this on.

11. Project Updates

- a. Josephine St Wi-Fi and Camera's – Doug is doing testing and more information to come.
- b. Alice Munro Display – display case was purchased and delivered to Library.

12. Other Business/new businesses update

- a. OBIAA Conference – Dave and Doug to attend on the Monday and Tuesday – will update.
- b. New owners of Wingham Mini Mart
- c. I want That Bag is now open.
- d. Weekend Market – Dave to find more info on this. Was on social media.

13. Next BIA Board Meeting – Thursday, May 16th @ 6:30pm – Hot Stove Lounge

14. Motion: Adjourn at 7:30 – Joey H.; 2nd by Dave T. – Carried.

Chair: Dave Tiffin

Secretary: Carolyn Young