

THE CORPORATION OF THE MUNICIPALITY OF KINCARDINE

Kincardine BIA Board Meeting Minutes

Tuesday, September 17, 2024

Members Present Councillor Hinchberger
 Erin Nichol, Chair
 Justine McManus
 Darrel Perry
 Brittany Hamilton

Members Absent Sadie Al
 Tonya Adams
 Stacey Nixon
 Shawna Mills

Staff Present Amanda Goetz, DDM
 Cherie Leslie, Secretary

Others: Ruth Nicholson - Victoria Park Art Gallery

1. **Call to Order**

The Kincardine BIA Board of Management meeting was called to Order at 9:07 on September 17, 2024.

1.1 **Land Acknowledgment Statement**

The Chair opened the meeting with the Land Acknowledgment Statement.

2. **Additions/Deletions/Amendments to the Agenda**

3. **Disclosure of Pecuniary Interest**

4. **Adoption of Minutes**

The Board requested that section 6 of the minutes be amended to note that the marketing budget will be reviewed further at future budget meetings.

Resolution # #2024-09-17-01

Moved by: Mike Hinchberger

Seconded by: Darrel Perry

That the minutes of the August 20, 2024 meeting of the Kincardine BIA Board of Management be accepted, as amended.

5. **Delegations**

6. **Downtown Development Manager Report**

The 2 key BIA priorities are around seasonality and shoulder seasons, as well as initiatives that support and benefit all businesses. Member Perry suggested the BIA not only consider 'what' the organization is doing but 'why' when reflecting on budgets and events. Amanda noted that the Board may wish to consider more events or initiatives in the spring as most focus is in fall and other community events are mainly in the summer.

The DDM noted that taking on Market in the Park benefitted the BIA with a large increase in over \$20,000 in revenue. Amanda noted that some revenue may need to be split with the Municipality to cover park rentals of \$1,500, advertising, and their staff can help cover during vacation days and unexpected time off. The Board requested an estimated breakdown of expenses and costs for staff time/hours to manage and plan the market. The majority of businesses appreciated the street markets. Historically the market ran to Thanksgiving, wondered if the BIA should consider this to support seasonality. The DDM will review the MOK and BIA Memorandum of Understanding and bring back to the Board for further discussion.

The board discussed the need for an updated website or website content update and printed materials, as well as resources required to support this work that should be considered in the budget. Also questions whether a summer student could assist. Amanda noted that there was 228 unique visitors to the website in the past month. There is a need to get printout in the Welcome Centre and into the hotels.

7. **New Business**

7.1 **2025 Budget**

The Chair and DDM identified some priorities for 2025 for the Boards consideration, as well as a an outline of potential expenses. There was some concern on the street cleaning expenses and old garbage cans in the north end. The Board discussed whether the BIA should put more money into events or not. The DDM suggested the only event that should have additional funds is Spooktacular to cover costs of candy, potentially

seek an event sponsor. A final decision on events may also be contingent on assessing the municipal tourism plans in 2025.

The Board discussed having a spring event like a wine weekend. Member Perry suggested looking at a theme that could extended over a month, as unpredictable weather can jeopardize shoulder season events. He offered examples from other communities and suggested the BIA reconsider a one weekend event and potential themes.

7.2 BIA Sub-Committee updates

No updates provided during meeting.

- a. Events Sub-Committee
- b. Quinn Parkette Sub-Committee
- c. Future Queen Street Improvements Sub-Committee

8. Reports and Updates

8.1 Executive Update

8.2 Council Update

Council decision on the second monument to decommission. Potential concern around security issues downtown as a result. Council declared vacant seat on Council due to Councillor Kennedy's passing and moving forward with an appointment process.

8.3 Roundtable Discussion

The DDM will look at the BIA policies for the AGM on November 5th, 2024 and begin planning for this event.

9. Financial Report

Resolution # #2024-09-17-02

Moved by: Mike Hinchberger

Seconded by: Darrel Perry

That the Accounts for Payment be accepted as prepared and presented.

Carried.

Resolution # #2024-09-17-03

Moved by: Mike Hinchberger
Seconded by: Justine McManus

THAT the Board authorize the DDM to allocate \$850 of the 2024 budget to purchase mums for the downtown planters.

Carried.

10. **Correspondence**

11. **Schedule of Meetings**

12. **Adjournment**

Resolution # #2024-09-17-04

Moved by: Darrel Perry
Seconded by: Mike Hinchberger

That the Kincardine BIA Board of Management adjourn at 10:25am.

Carried.

Chair

Secretary