



**THE CORPORATION OF  
THE MUNICIPALITY OF KINCARDINE  
Kincardine BIA Board Meeting Agenda**

**Tuesday, September 17, 2024  
Bruce Steakhouse  
750 Queen Street, Kincardine**

**Pages**

**1. Call to Order**

The Kincardine BIA Board of Management meeting will be called to Order at [time] on [date].

**1.1 Land Acknowledgment Statement**

The Chair will open the meeting with the land acknowledgement statements.

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

**3. Disclosure of Pecuniary Interest**

**4. Adoption of Minutes**

**1**

**Recommendation**

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

**5. Delegations**

**6. Downtown Development Manager Report**

**5**

The DDM updates includes information on upcoming social media plans, events, BIA bucks and items of special note. A motion is required to support the purchase of the mums for the downtown planters.

**Recommendation**

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

## **7. New Business**

### **7.1 2025 Budget**

7

The Chair and DDM had an initial pre-budget meeting and prepared the attached document for the Boards comments.

### **7.2 BIA Sub-Committee updates**

- 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**

### **8.3 Roundtable Discussion**

## **9. Financial Report**

10

### **Recommendation**

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

## **10. Correspondence**

## **11. Schedule of Meetings**

Next Meeting is October 15, 2024

## **12. Adjournment**

### **Recommendation**

That the Kincardine BIA Board of Management adjourn at

# THE CORPORATION OF THE MUNICIPALITY OF KINCARDINE

## Kincardine BIA Board Meeting Minutes

Tuesday, August 20, 2024

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

Members Absent      Sadie Al  
Tonya Adams  
Stacey Nixon

Staff Present      Amanda Goetz, DDM  
Cherie Leslie, Secretary  
Tammy Schneider, Kincardine Chamber of Commerce

### 1. **Call to Order**

The Kincardine BIA Board of Management meeting was called to Order at 9:00am on August 20, 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**

**Resolution # #2024-08-20-01**

**Moved by:** Mike Hinchberger

**Seconded by:** Darrel Perry

That the minutes of the July 16, 2024 meeting of the Kincardine BIA Board of Management be accepted, as presented.

Carried.

5. **Delegations**

6. **Downtown Development Manager Report**

Explore Ontario social influencer will be here in September for the harvest dinner and Amanda plans to focus content on fall events and the new streetscape.

2 Market in the Parks remaining this year, with one on the street next Monday. Made approximately \$20,000 in revenue. Working with MOK on expenses of market.

The Chair and DDM are planning an initial pre-budget planning meeting and provided the board with an overview of anticipated timelines - pre-budget meeting in September, BIA budget meeting in October, share draft budget at AGM in early November and approve budget at November Board meeting. The Board was asked to review the BIA priorities/focus areas from 2024 to see if these should be updated. Amanda feels the marketing budget is high and the Board consider reallocating some funds to downtown beautification and clean-up. The Board questioned the scope of the street cleaning. area included and whether there are specific days - Amanda noted there is no defined contract and this is something the Board may wish to consider. Justine requested a breakdown of some budget lines like advertising.

The Welcome Centre had a busy summer with visitors. Potential to improve the BIA's information and presence at this location. The BIA doesn't have an updated Business directory/brochure and the 2 BIA information signs are outdated. Business directory on one side and list of events on other side. Suggested including this in the 2025 budget. Ask businesses to look at directory and ensure their address is correct.

Erin will make a google document and include the list of questions for Board members to comment as well as a line for Amanda's review/comments.

7. **New Business**

7.1 **Annual General Meeting (AGM)**

Erin presented a quick overview of the AGM. She will send out the list of priorities that were developed by the Board last year. Plan to host the

AGM on November 5th, 2024. Will share the draft budget and overview of BIA priorities and projects for 2025.

**Resolution # #2024-08-20-02**

**Moved by:** Brittany Hamilton

**Seconded by:** Darrel Perry

THAT the Board direct the DDM to plan and promote the AGM for the BIA on Tuesday, November 5th at 8:00am.

Carried.

**7.2 Municipal Patio Policy review**

Darrel has been meeting with restaurant and patio owners, and prepared a document summarizing discussions that were shared with the Board. Most businesses indicated that the costs to construction the patios and municipal fees as the biggest barrier. There was discussion around the additional bikes downtown and speed of vehicles.

**8. Reports and Updates**

**8.1 Executive Update**

Concerns with blue chairs being moved frequently. Amanda will look at options to help prevent this.

**8.2 Council Update**

**8.3 Roundtable Discussion**

Tammy reported that the Chamber is hosting the Community Achievement Awards on October 10th, Seniors Forum on October 1st, and Christmas Parade on November 30th.

Spruce the Bruce grants are still available.

The Board would like an update on the yellow ramps.

Last meeting there was a discussion around security and Amanda feels that most of the businesses have security cameras. Amanda suggested that the Board invite the OPP to a future meeting to discuss what the BIA and downtown businesses can do to help. Possibly look at inviting them to the AGM with a presentation.

For the Quinn parkette, Amanda has a list of questions that the subcommittee should consider.

9. **Financial Report**

**Resolution # #2024-08-20-03**

**Moved by:** Mike Hinchberger

**Seconded by:** Darrel Perry

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

Carried.

10. **Correspondence**

11. **Schedule of Meetings**

12. **Adjournment**

**Resolution # #2024-08-20-04**

**Moved by:** Mike Hinchberger

**Seconded by:** Justine McManus

That the Kincardine BIA Board of Management adjourn at 10:13am.

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Chair

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Secretary

# **Downtown Development Report**

## **Board of Directors**

### **Tuesday September 17, 2024**



### **Social media:**

Social media will heavily focus on our upcoming events, Harvest Dinner, Spooktacular, Hometown Christmas and Ladies' Night. We will also be doing Fashion Week, I am setting up dates and times with business owners to gather content.

### **Items of Special Note:**

- Construction has begun on the former Scotiabank to turn it into a Wild Wings
- The Welcome Centre will be staying open through September
- Mums have been planted, getting lots of positive feedback!
- Market in the Park generated \$20,585 in revenue; out of that we take the cost of the park rental (\$1500), and the wifi boost for the park (104.95/mth may-sept = 524.75) which means we profited \$18,560.25
- MOK would like us to manage the market again in 2025 with a partnership beneficial to both organizations
- The 3 hour parking motion being presented to council by the clerks dept. in October with a report on implementation costs and timelines

### **Marketing**

- Posters are up and ads placed for Queen Street market
- Posters are up for Harvest Dinner and an interview/article and ad are in the Independent
- Amanda is coordinating a Harvest dinner ticket giveaway promotion with Shoreline Radio that will involve promos all next week
- Amanda would like to put out a map/list of all the businesses that are giving out candy for Halloween
- We have \$1,400 left in our BIA Bucks promotions line so I'd like to do the passport again for late fall/winter with some big prizes.

### **BIA Bucks**

- \$8,780 in redemptions so far
- \$9,130 in sales so far
- We have \$1,400 left in our BIA Bucks promotions line so I'd like to do the passport again for late fall/winter with some big prizes.

## **Blinky**

- Darrel has requested the rental of Blinky to be used in his store with his own Blinky operator on the following dates: NOVEMBER- 1PM-3PM Sunday 17th and 24th, DECEMBER- 1PM-3PM Sunday 1st, 8th, 15th and 22nd
- The Curling club is currently using Blinky's image to promote curling sign-ups on signs around town, **(how) do we deal with this?**
- Blinky had a great time at the wedding!
- Blinky booked for a birthday party

## **Upcoming Events:**

### **Queen Street Fall Market**

- Vendors (7 confirmed so far)
- campfire/corn roast/puppies
- BBQ by restaurants
- businesses out on street
- Grey Matter beer launch
- MOK out on street with games and Info
- Top shot hockey mini sticks rink booked
- Blinky will be there
- Amanda looking into line dancing and making announcements on the speakers

### **Harvest Dinner**

- Tickets sales are a bit slower than Amanda would like, we're at 35 guests so far
- Posters are finally ready and going up
- Appetizers by George's, BarDown, and the Bruce; Main by the Bruce, Dessert by Sundae Drift
- Plenty of servers planned
- Band booked
- Willow and Ren doing staging
- Industry Room doing the Bar

### **BIA Initiatives**

- Amanda and Erin met to do pre budget planning
- Amanda would like to use the Community Betterment budget Line (used for live music downtown last year) to buy candy for businesses for Spooktacular.
- Amanda starting to work on a booklet directory for the welcome centre/to give out, possibly will replace mailer in 2025 with list of events inside
- Amanda starting to work on redesign of panels for blue signs downtown
- Looking to purchase chain to chain blue chairs together in twos next year to make it harder for people to move them around



## **BIA Budget Planning for 2025**

List of the top priorities that we have identified for this year:

### 1. Organizing and Hosting Special Events

- The strategies within this priority were: shoulder season events, live music, street festivals, more membership gatherings, and increasing foot traffic.

### 2. Supporting all businesses

### 3. Maintaining and Beautification of the Downtown

### 4. Fundraising and increasing revenue for the BIA Board Operations

### 5. Marketing and Promotion of downtown Kincardine

	Cost	Current Budget (2024)	Comments	Change to 2025 budget?	Continue in 2025?
Street Cleaning		3750.00	Government funding?	\$5000.00?	Yes
Blinky Rental		3800 (upkeep)	Cleaning once a year	No change	Yes
BIA Mailer (Marketing)	Printing \$463.00+ tx (5000 handouts) Mailing \$1870.84	18500.00 (total marketing budget)	Feedback was good from public		Yes but as a new brochure?
Stamp Cards	\$537+tx (6000 Stamp cards)				Yes, frequency?
Business Signs	\$271.20		Need clarification		
Shoulder Season Marketing	\$3500ish (Katherine Palumbo)				Yes
Monday Market	\$1500 park rental		Partnership with MOK to allow for time away for Amanda.		Yes
Welcome Centre	\$0		Amanda has been working there occasionally to fill gaps in staffing. Works well.		Yes, and put brochures there . Amanda will keep popping in.
BIA social media			Digital mainstreet grant? Youtube ads?		May look into grants to help offload duties

BIA social gatherings		1000.00	Should increase is we're doing breakfast and AGM	\$1500 ?	Yes
Street Markets			Few more markets? Long weekend monday? Spring or fall?		Yes, maybe add more

**Budget lines to add:**

- Business openings and anniversaries
- Beautification
  - Harbour street lights?
- Market in the park expenses
- Breaking down the marketing budget

**Things we would like to work on:**

Brochure with services, restaurants, and hotels to hand out and have at the tourism office.

**BIA Events for 2025:**

Early Winter

Spring

- Wine weekend?

Summer

- Market in the park
- Street Markets

Fall

- Harvest Dinner
- Spooktacular
- AGM

Late Winter

- Hometown Christmas
- Ladies Night/ Weekend (Couples evening)

**2024 Year To Date Summary - August**

Acct #	2019 BUDGET	2020 BUDGET	2021 BUDGET	2022 BUDGET	2023 BUDGET	2024 BUDGET	YTD	Remaining
<b>RESERVE **</b>								
TBA								
<b>REVENUE</b>								
Sponsorships					\$ 5,000.00	\$ 1,000.00		
0309 Grants & Donations					\$ 5,000.00	\$ 2,500.00		
0614 Bruce Power Donation								
0430 Market in the Park	\$ 9,800.00					\$ 10,000.00	\$ 20,585.01	
0587 Contribution From Reserve	\$ 9,800.00			\$ 5,000.00				
0613 Membership Revenue	\$ 72,300.00	\$ 78,950.00	\$ 84,175.00	\$ 78,950.00	\$ 78,950.00	\$ 78,950.00		
0623 Fund Raising Revenue				\$ 5,000.00	\$ 15,000.00	\$ 15,000.00	\$ 7,225.00	
<b>TOTALS</b>	\$ 91,900.00	\$ 78,950.00	\$ 88,950.00	\$ 98,950.00	\$ 98,950.00			
<b>MANAGEMENT &amp; ADMIN</b>								
3311 Bookkeeping - Municipal	\$4,100.00	\$4,100.00	\$4,100.00	\$4,250.00	\$4,250.00	\$4,250.00		
Summer Student					\$5,000.00	\$5,000.00		
3316 Managerial Services	\$15,000.00	\$20,000.00	\$20,000.00	\$35,000.00	\$35,000.00	\$36,225.00	\$19,454.50	
3532 Office Rent / Facility Rental	\$300.00	\$300.00	\$300.00	\$0.00	\$0.00	\$550.00		
2111 Office Supplies/Printing	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$151.14	
<b>EVENTS</b>								
3220 Hometown Christmas	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$3,277.00	from dec 2023
3221 Promenade/Street Market	\$8,500.00	\$9,300.00	\$15,000.00	\$12,000.00	\$5,000.00	\$5,000.00	\$1,130.00	
Dig Budget					\$3,500.00			
3229 Fall Harvest	\$0.00	\$3,000.00	\$3,000.00	\$5,000.00	\$5,000.00	\$5,000.00		
3230 Ladies Night Out	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	
3230 Men's Night Out	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$52.00	from dec 2023
<b>PROMOTIONAL</b>								
2317 Special Promo (Blues Festival)	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	
3216 Advtg/Mktg General	\$16,000.00	\$17,850.00	\$0.00	\$15,600.00	\$16,000.00	\$18,500.00	\$9,004.98	
3224 Community Betterment	\$0.00	\$0.00	\$18,500.00	\$5,000.00		\$1,000.00		
3217 Bia Bucks Promotions	\$1,000.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,700.00	\$1,500.00	\$100.00	
3514 Bia Party	\$500.00	\$0.00	\$0.00	\$500.00	\$500.00	\$0.00		
2227 Blinky	\$2,000.00	\$2,000.00	\$2,000.00	\$4,500.00	\$2,000.00	\$2,000.00	\$40.00	
Blinky Upkeep						\$1,800.00	\$791.00	
Blinky Assistant								
3222 Membership Gatherings	\$400.00	\$400.00	\$400.00	\$400.00	\$800.00	\$1,000.00	\$530.10	
3218 Street Cleaning	\$2,750.00	\$3,600.00	\$3,125.00	\$3,750.00	\$1,800.00	\$3,750.00	\$3,500.00	
<b>MISCELLANEOUS</b>								
3112 Conference	\$500.00	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00	\$1,775.76	
3545 Fundraising Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00		
reserve					\$0.00	\$0.00		
3114 Membership Fees	\$400.00	\$400.00	\$400.00	\$600.00	\$600.00	\$700.00	\$507.01	
3522 Miscellaneous	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		
Chamber Awards	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$675.00		
<b>TOTALS</b>	\$65,450.00	\$79,450.00	\$85,325.00	\$104,600.00	\$100,650.00	\$106,450.00		
0624 BIA Bucks Sales						\$7,880.00		
BIA Bucks Reimbursed						\$8,035.00		
BIA Blinky Doll & keychain Purchases						\$540.00		

Total Revenue to date  
 \$ 27,810.01

Total Expenses to date  
 \$43,313.49

