



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

**Tuesday, October 15, 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 9:00am on Tuesday, October 15, 2024.

1.1 Land Acknowledgment Statement

The Chair will open the meeting with the Land Acknowledgement Statement.

2. Additions/Deletions/Amendments to the Agenda

3. Disclosure of Pecuniary Interest

4. Adoption of Minutes

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Recommendation

That the minutes of the September 17, 2024 meeting of the Kincardine BIA Board of Management be accepted as presented.

5. Delegations

6. Downtown Development Manager (DDM) Report

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The DDM will provide an overview of the social media, BIA marketing, BIA bucks, upcoming events and BIA initiatives.

7. New Business

7.1 2025 Budget

8

Following the September Board meeting and input received, the Chair and DDM met to update the draft 2025 budget for the Boards review and input.

7.2 Annual General Meeting

The BIA AGM is scheduled for Tuesday, November 5th at 8:00am. See additional notes in DDM report.

7.3 Patio Policy Review

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The Municipality is updating the patio and sidewalk policies in early 2025. Board member Perry gathered feedback from the downtown restaurants and prepared a presentation highlighting key concerns and opportunities to present to the municipality for consideration on behalf of the BIA.

7.4 Nww Zoning By-law

The Municipality is updating the Comprehensive Zoning By-law and planning to bring a draft forward for Council and public review this fall. It may be helpful to have a few representatives from the BIA to review the draft zoning by-law and compile comments on behalf of the BIA. The General Commercial (C-1) zone applies to the majority of downtown properties so this zone may be of most interest.

A zoning bylaw controls the use of land in your community and dictates how land may be used, where buildings and other structures can be located, the lot sizes and dimensions, parking requirements, building heights, densities, and setbacks.

8. BIA Subcommittee updates

8.1 Events committee update

8.2 Quinn Park committee update

8.3 Future Queen Street Improvements committee update

9. Reports and Updates

9.1 Executive Update

9.2 Council Update

9.3 Roundtable Discussion

10. Financial Report

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Recommendation

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

11. Correspondence

12. Schedule of Meetings

Tuesday, November 19, 2024

13. Adjournment

Recommendation

That the Kincardine BIA Board of Management adjourn at

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

Downtown Development Report

Board of Directors

Tuesday October 15, 2024



Social media:

We had Katherine Palumbo of @expore.ontario join us for Harvest Dinner. She took some photos and did a short video on her social media featuring Kincardine in the fall and the dinner. So far, the video has been viewed 175,553 times, has 4,400 likes, 183 comments, 2,500 shares, and 3,200 saves. Comments on the reel range from "How Beautiful!" To "I thought this was PEI!" To "wow! I didn't know it was so beautiful!"

This week I am kicking off Fashion week on social media! Very excited to get this content up. Most of our fashion retailers have already been interviewed, I have a few next week to finish up.

Items of Special Note:

- Harvest Dinner was a big success, well received and lots of positive feedback
- Proceeding with shop & win cards for late fall/early winter
- NPX donating \$500 towards candy for Spooktacular
- AGM announcement went out in newsletter, RSVPs are slow to come in
- Amanda and Erin met to put together draft budget for 2025

Marketing

- Fashion Week campaign starting to help bring people back downtown
- Ads booked for Spooktacular and Pub Crawl in the Independent and on Shoreline
- Will be placing ads for Shop & Win on targeted Facebook ads and through social media posts as well as posters around town
- About to begin promoting Hometown Christmas as well through posters, Facebook ads, and social media posts

BIA Bucks

- \$10,335 in redemptions so far
- \$9,130 in sales so far
- No BIA Bucks sales in the last month

Blinky

- Darrel will be using Blinky in his store for photos with festive Blinky promotion

- Blinky booked for a birthday party on Oct 12th
- Blinky requested for Santa Claus parade - my usual Blinky is away at a hockey tournament along with my backups and attendants. IF YOU KNOW SOMEONE WHO CAN FILL IN PLEASE LET ME KNOW!

Upcoming Events:

Spooktacular

- Using \$1000 from community betterment budget line to purchase candy
- NPX donating \$500 towards candy as well
- Participation Sign up was included in newsletter
- Amanda will buy candy with the \$1500 and divide equally between businesses that sign up.

-

Pub Crawl

- We decided to go ahead with pub crawl
- Amanda has designed cards to get printed

Hometown Christmas

what is already booked

- carriages
- Mr & Mrs Claus
- elementary carollers
- xmas tree lighting
- fire pits
- pipers
- petting zoo
- top shot hockey games
- what needs to be done still
 - Kincardine Community singers
 - beavertails & poutine
 - holiday music on speakers
 - window reveal
 - willow & red for Santa set up and photo stops
 - Ask chamber about bridge decor
 - Lighthouse decorated?
 - Lighting given to businesses during covid?

BIA Initiatives

- Amanda and Justine spent 2 hours picking up cigarette butts along Queen Street ahead of Harvest Dinner. We recommend that the BIA purchase and install receptacles for cigarettes in 2025
- AGM planning has begun with a rough Agenda:
 - Introductions
 - Land Acknowledgment
 - Overview of Objectives/priorities
 - Budget
 - New Business
 - Round Table
 - End of meeting
- Plan to ask Strategic Initiatives to use their live polling technology to gauge support of Budget



Acct #		2019 BUDGET	2020 BUDGET	2021 BUDGET	2022 BUDGET	2023 BUDGET	2024 BUDGET	2025 BUDGET
RESERVE **	TBA							
REVENUE	sponsorships						\$ 1,000.00	\$ 1,000.00
	0309 Grants & Donations					\$ 1,706.35	\$ 2,500.00	\$ 2,500.00
	0614 Bruce Power Donation							
	0587 Contribution From Reserve	\$ 9,800.00			\$ 5,000.00			
	Market in the Park						\$ 10,000.00	\$ 20,000.00
	0613 Membership Revenue	\$ 72,300.00	\$ 78,950.00	\$ 84,175.00	\$ 84,175.00	\$ 78,950.00	\$ 78,950.00	\$ 78,950.00
	Parquette							
TOTALS	0623 Fund Raising Revenue	\$ 82,100.00	\$ 78,950.00		\$ 5,000.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00
					\$ 94,175.00	\$ 95,656.35	\$ 106,450.00	\$ 116,450.00
MANAGEMENT & ADMIN								
	3311 Bookkeeping - Municipal	\$4,100.00	\$4,100.00	\$4,100.00	\$4,250.00	\$4,250.00	\$4,250.00	\$4,250.00
	3316 Managerial Services	\$15,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$35,000.00	\$36,225.00	\$36,225.00
	3532 Office Rent / Facility Rental	\$300.00	\$300.00	\$300.00	\$300.00	\$0.00	\$550.00	\$550.00
	2111 Office Supplies/Printing	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
EVENTS								
	3220 Hometown Christmas	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$9,900.00
	marketing							\$1,000.00
	lions club donation							\$100.00
	3221 Street Markets	\$8,500.00	\$9,300.00	\$15,000.00	\$12,000.00	\$5,000.00	\$5,000.00	\$5,000.00
	marketing							\$500.00
	3229 Harvest Dinner	\$0.00	\$3,000.00	\$3,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,500.00
	marketing							\$500.00
	3230 Ladies Night Out	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,000.00
	marketing							\$500.00
	Mens Night Out						\$1,500.00	\$0.00
	Market in the Park							\$1,000.00
	marketing							\$1,500.00
	park rental fee							\$500.00
	Extra Events							\$500.00
PROMOTIONAL								
	Summer Student	\$500.00	\$0.00	\$0.00	\$200.00	\$5,000.00	\$5,000.00	\$5,000.00
	2317 Special Promo/Lighthouse	\$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	\$18,500.00	\$20,825.00	\$16,000.00	\$16,500.00	\$13,900.00
	website							
	social media ads							
	radio advertising							
	print advertising							
	mailers/brochures							
	3224 Downtown Betterment	\$0.00	\$0.00		\$5,000.00		\$1,000.00	\$8,000.00
	3217 Bia Bucks Giveaways	\$1,000.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
	3514 Bia Party (xmas)	\$500.00	\$0.00	\$0.00	\$500.00	\$500.00	\$0.00	\$0.00
	2227 Blinky payroll	\$2,000.00	\$2,000.00	\$2,000.00	\$4,500.00	\$2,000.00	\$2,000.00	\$2,000.00
	Blinky Upkeep						\$1,800.00	\$1,800.00
	Blinky Assistant							
	3222 Membership Gatherings	\$400.00	\$400.00	\$400.00	\$400.00	\$800.00	\$1,000.00	\$1,500.00
	3218 Street Cleaning	\$2,750.00	\$3,600.00	\$3,125.00	\$3,750.00	\$1,800.00	\$3,750.00	\$4,500.00
MISCELLANEOUS								
	3112 Conference	\$500.00	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00	\$2,000.00
	3545 Fundraising Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$3,000.00
	Reserve					\$0.00	\$0.00	\$0.00
	3114 Membership Fees	\$400.00	\$400.00	\$400.00	\$600.00	\$600.00	\$700.00	\$730.00
	3522 Miscellaneous	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTALS	Chamber Award						\$675.00	\$675.00
		\$65,950.00	\$77,950.00	\$83,825.00	\$93,825.00	\$95,450.00	\$104,450.00	\$116,130.00
	0624 BIA Bucks Sales							
	BIA Bucks Reimbursed							
	BIA Blinky Doll Purchases							

2025 Budget

- Increased Market receivables to 20,000 as that is more in line with what we brought in in 2024
- Hometown Christmas budget left at 10,000 with \$1000 pulled from marketing budget
 - Breakdowns for marketing and lion's club donation for manning the fire pits.
- Promenade renamed Street Markets, left at \$5000 with \$500 pulled from marketing budget for advertising
- Harvest dinner increased to \$5500 due to increased costs and expectation of growth, \$500 pulled from marketing budget for advertising
- Ladies night left at \$1500, with \$500 earmarked for advertising
- Market in the Park budget line created with \$2500, marketing and park rental fee breakdowns
- Extra events line created for anything else we come up with (eg pub crawl, spring event, etc)
- General marketing broken down into website, social media ads, radio advertising, print advertising, mailers/brochures.
- General advertising comprised of:
 - *Misc ads for holidays (mother's day, father's day, AGM announcements etc)*
 - *Website fees (hosting, domain registration, website design package)*
 - *Social media ads and campaigns*
 - *Radio ads*
 - *Mailers & brochures*
 - *Signage*
- Community betterment changed to Downtown Betterment
- Downtown Betterment comprised of:
 - *Extra cleaning (pressure washing, cleaning of blue chairs, clean up after BIA events)*
 - *Weed control*
 - *Supplemental flowers/plants*
 - *Lightbulbs for heritage lights*
 - *Fountain on Harbour street maintenance*
 - *Chains for blue chairs*
 - *Cigarette butt receptacles*
 - *No smoking stickers*
- Membership gatherings increased to \$1500 to account for addition of AGM
- Street cleaning increased to \$4500
 - Extending season from end of August to end of September
 - 20 weeks @ \$225/week (2024 was 16 weeks @ \$250/week)
 - Amanda to create sweeping schedule for Lynn emphasizing mornings and days of the week needed
- Conference increase from \$0 to \$2000 (unknown costs at this point, 2024 was 1 day ticket and 1 night stay totalling \$1122.76)
- Membership fees increased to \$730
 - No indication OBIAA fee is increasing
 - Tammy advised Chamber membership may increase \$20 + hst

QUEEN STREET PATIOS

Removing the barriers to a vibrant Queen street.

September 2024



Insights

During the COVID years of 2020/2021 Queen Street hospitality businesses and the Kincardine community embraced seasonal patios on Queen Street. The results included:

- Businesses experienced increased seating, generating increased revenue during summer.
- Businesses hired more people.
- Queen Street appeared more vibrant with enhanced, unplanned social interactions.
- Downtown residents found opportunities to meet, spend more time, and interact on Queen Street for prolonged time periods.



2024 Observations

The BIA observed that there was a dramatic drop away of seasonal patios on Queen Street during the summer of 2024. So we interviewed eight Queen street restaurants, pubs and cafes to find out why. For 2025, all but one of the cafes and restaurants interviewed indicated that they would consider having a seasonal patio if some of the financial barriers could be removed.

Historically, events have been used to create vibrancy on Queen street. This is very expensive to run and usually requires the street to be closed to car traffic.

With events having a questionable financial impact for businesses, its the intention of the BIA for 2025, to create fewer Queen street events during summer.



What do Queen Street Restaurants & Cafes Want?

Jersey barriers for seasonal patios is a bylaw enforced requirement for having a seasonal patio on Queen Street (for a fixed period from summer to October). The jersey barrier rental cost is the number one barrier preventing businesses from having a seasonal patio.

RECOMMENDATION: Remove the cost of renting jersey barriers or the need for them by changing the bylaw.

The cost and process of acquiring a seasonal space on the road is considered time consuming and unnecessary.

RECOMMENDATION: Remove the cost of acquiring a space and shift the application process to an abbreviated renewal format.

What do Queen Street Restaurants & Cafes Want?

The recent changes to the height of roadside car parking and gutters was a major cost barrier to Queen Street cafes, pubs and restaurants who owned a seasonal patio. The majority of businesses interviewed owned a seasonal patio. Only one business paid to modify and use it for summer 2024.

RECOMMENDATION: Assuming there aren't any further changes to Queen Street gutters, sidewalks or parking spaces, provide financial support to modify patios for businesses wishing to have a seasonal patio for summer 2025.

NOTE: A greater understanding is required by the MOK of the planning timelines of businesses. Acquiring and training staff takes time. Planning menus and acquiring product takes time.

2024 Year To Date Summary - August

Acct #	2019 BUDGET	2020 BUDGET	2021 BUDGET	2022 BUDGET	2023 BUDGET	2024 BUDGET	YTD	Remaining
RESERVE **								
TBA								
REVENUE								
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	\$ 10,470.00	
TOTALS	\$ 91,900.00	\$ 78,950.00	\$ 88,950.00	\$ 88,950.00	\$ 98,950.00			

Total Revenue to date
 \$ 31,055.01

MANAGEMENT & ADMIN

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	\$21,547.50	
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	

EVENTS

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	\$3,333.20	
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

PROMOTIONAL

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	\$12,277.28	
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	\$3,750.00	

MISCELLANEOUS

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	\$0.00	
Chamber Awards	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$675.00		

TOTALS

\$65,450.00 \$79,450.00 \$85,325.00 \$104,600.00 \$100,650.00 \$106,450.00

Total Expenses to date
 \$52,261.99

0624 BIA Bucks Sales						\$9,130.00	
BIA Bucks Reimbursed						\$10,335.00	
BIA Blinky Doll & keychain Purchases						\$540.00	

