

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

Tuesday, December 17, 2024 Electronic Meeting

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 statement.

- 2. Additions/Deletions/Amendments to the Agenda
- 3. Disclosure of Pecuniary Interest
- 4. Adoption of Minutes

1

Recommendation

That the minutes of the November 19, 2024 meeting of the Kincardine BIA Board of Management be accepted, as presented.

- 5. Delegations
- 6. Downtown Development Manager (DDM) Report

6

The DDM will provide a brief update on BIA activities, marketing, BIA bucks and other items.

- 7. New Business
- 8. Reports and Updates
 - 8.1 Executive Update

8.2 Council Update

8.3 Roundtable Discussion

9. Financial Report

7

Recommendation

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

10. Correspondence

11. Schedule of Meetings

January 21, 2025

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, November 19, 2024

Members Present Councillor Hinchberger

Erin Nichol, Chair

Sadie Al

Tonya Adams
Justine McManus

Darrel Perry

Members Absent Stacey Nixon

Shawna Mills

Brittany Hamilton

Staff Present Amanda Goetz, DDM

Cherie Leslie, Secretary

Others: Amanda Saxton and Andrew Evans of the Kincardine

Environmental Action Network

Ruth Nicolson from the Art Gallery.

1. Call to Order

The Kincardine BIA Board of Management meeting was called to Order at 9:04am on November 19, 2024.

1.1 Land Acknowledgment Statement

The Chair opened the meeting with the Land Acknowledgment Statement.

- 2. Additions/Deletions/Amendments to the Agenda
- 3. <u>Disclosure of Pecuniary Interest</u>
- 4. Adoption of Minutes

Resolution # #2024-11-19-01

Moved by: Mike Hinchberger **Seconded by:** Darrel Perry

That the minutes of the October 15, 2024 meeting of the Kincardine BIA Board of Management be accepted, as presented.

Carried.

5. Delegations

5.1 Kincardine Environment Action Network

Members of KEAN shared information on existing local recycling programs including the film plastic recycling, TerraCycle and Styrofoam collection. KEAN is hoping to work with downtown Kincardine businesses on a new Tetra Pack collection program. Suggested that businesses place their tetra pack cartons in their blue box, starting December 10th, and their volunteers will pick them up. The DDM is to circulate the presentation to the BIA members for awareness.

6. <u>Outstanding Business</u>

6.1 2025 BIA Budget

The Board reviewed the member budget survey results. There was discussion around the long term maintenance of BIA and MOK downtown assets, dependance of the market in the park for BIA budget and acknowledgement that most members enjoyed and benefited from the street markets.

Resolution # #2024-11-19-02

Moved by: Justine McManus **Seconded by:** Tonya Adams

THAT the BIA Board approve the draft 2025 budget as presented, which includes a 2% levy increase;

AND FURTHER THAT the DDM share the draft 2025 budget with the Municipality for final approval by Council.

Carried.

Resolution # #2024-11-19-03

Moved by: Mike Hinchberger **Seconded by:** Justine McManus

THAT the DDM work with the Municipality to come up with formal agreements or Memorandum's of Understanding for downtown streetscape assets outlining ownership, operating costs (if applicable), maintenance requirements and potentially replacement responsibilities.

Carried.

6.2 3-hour downtown parking limit

The Board discussed the municipal staff report on the 3 hour parking implementation, which will begin in April 2025. Councillor Hinchberger noted that the costs don't include additional by-law enforcement costs, so this is something that may need to be monitored and considered over time if issues arise. Cherie noted the importance of positive communications and collaboration through initial implementation.

7. <u>Downtown Development Manager (DDM) report</u>

Amanda noted that Hometown Christmas was well attended, great event and the main issue was drivers ignoring the road closure signs and barricades. The Board discussed the need to keep pedestrians safe and potential options to address similar issues at future events, such as involving the OPP at events, reporting drivers to the OPP that disobey road closure signs, installing signs on the street the day of the event to notify people of the upcoming road closure (like Cruise Night) and having barricade volunteers wear safety vests. The DDM will notify Municipal staff involved with special events to discuss further.

8. BIA Sub-committee updates

8.1 Events Sub-Committee

Amanda noted that a group is going to work on marketing and promotions.

8.2 Quinn Plaza Parkette

Justine met with the property owner and there may be reluctancy to proceed with a long term lease. It was suggested that the Board may need to consider other options if they wish to proceed with project.

8.3 Future Queen Street Improvement sub-committee

Darrel noted that most of the restaurants want a decision on the patio policy in January.

Resolution # #2024-11-19-04

Moved by: Darrel Perry

Seconded by: Mike Hinchberger

THAT the Board prepare a delegation or letter to Council regarding the patio policy review and associated fees.

Carried.

9. New Business

9.1 Draft Zoning By-law

Deadline for comments is November 22, 2024.

10. Reports and Updates

- 10.1 Executive Update
- 10.2 Council Update
- 10.3 Roundtable Discussion

11. Financial Report

The DDM noted that the Santa and Mrs. Claus suit rentals were added to the financials.

Resolution # #2024-11-19-05

Moved by: Justine McManus **Seconded by:** Mike Hinchberger

That the Accounts for Payment be accepted as amended.

Carried.

12. <u>Correspondence</u>

12.1 Gratitude for Spooktacular - Beth Blackwell

13. Schedule of Meetings

13.1 Tuesday, December 17, 2024

The December meeting with be a virtual meeting.

14. Adjournment

Moved by: Darrel Perry Seconded by: Mike Hinchberger	
That the Kincardine BIA Board of Man	agement adjourn at 10:28am.
Carried.	
Chair	Secretary

Resolution # #2024-11-19-06

Downtown Development Report Board of Directors Tuesday, December 17, 2024



Social media & Marketing

- Continuing the Christmas Gift guide and encouraging shopping local
- \$1500 Shop Downtown Kincardine ad campaign starting Thursday, December 13th on 101.7 (Blackburn Media)

"50 spots = \$1500

*plus 10 spots at no charge

**plus additional 10 to help as much as possible

Total number of commercials = 70

They are running 6 per day starting tomorrow (Thursday) until Sunday, Dec. 22. And 5 are running on Monday, Dec. 23."

• Into January we will be highlighting health and wellness services and businesses

Items of Special Note:

- The new Christmas light halos have been put up, feedback from public has been really good
- Cherie will be transitioning to a new Project Coordinator Nuclear Strategy position, and a new Ec Dev coordinator will be hired. We will miss Cherie and her guidance but wish her all the best in her new role.
- Ewan Studios will be under new ownership in the new year
- Tourism is hiring a new Tourism Coordinator after the unexpected departure of Karlee Woodward at the end of November. (The welcome centre is closed due to no staff for it)
- Our January meeting will include voting in Chair/Vice Chair for 2025. If you are interested in either position, please let Amanda or Cherie know

BIA Bucks

- \$12,350 in redemptions so far
- \$17,785 in sales so far
- Orders are coming in at a rapid pace including some fairly large ones for Bruce Power

Blinky

• Blinky will be assessed in the new year for repairs and cleaning needs



2024 Year To Date Summary - December

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KINCARDINE BIA December

VENDOR	PURPOSE	Invoice #	Date	Acct#	AMOUNT
Cheque Requestion - Amanda Goetz	DDM Services October 12 - November 15		2024-10-11	62.1118.3316	\$4,179.50
Cheque Requestion - Amanda Goetz	Facebook advertising		2024-10-04	62.1118.2111	\$120.49
Cheque Requestion - Amanda Goetz	Payment to Locals for Ladies Night			62.1118.3230	\$238.43
Cheque Requestion - The Bruce	Harvest dinner Main Course - PAID			62.1118.3229	\$1,300.00
Cheque Requestion - The Bruce	Ladies night drinks	INV0146		62.1118.3230	\$1,042.89
Cheque Requestion - Willow & Ren	Staging for Hometown Christmas - PAID	1122		62.1118.3220	\$847.50
Cheque Requestion - Hawg's Breath	Ladies night drinks			62.1118.3230	\$340.00
Cheque Requestion - Bar Down	Ladies night drinks	59847		62.1118.3230	\$216.84
Cheque Requestion - Grey Matter	Ladies night drinks	4897		62.1118.3230	\$63.00
Cheque Requestion - Lakeside radio broadcasting	Shoreline Classics radio ads	24110148		62.1118.2111	\$339.00
Cheque Requestion - Amanda Goetz	Blinky & Blinky Assisstant payments June-Nov				\$535.00
			Total exp.		\$9,222.65

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** Cash Deposit – BIA Bucks Purchases	\$120.00
** Cash Deposit ~ Events/Fundraising revenue 62.1118.0623	
•• Cash Deposit – Market in the Park	
** Cash Deposit – Blinky rentals	
** Blinky Dolls & keychains Sold	\$150.00
* Cheque Deposit – BIA Bucks Purchases 62.1118.0624	
* Cheque Deposit – Events/Fundraising revenue 62.1118.0623	
* EFT Deposit – Events/Fundraising revenue 62.1118.0623	
* EFT Deposit – BIA Bucks Purchases 62.1118.0624	\$1,545.00
* EFT Deposit – Market in the Park 62.1118.0430	