



**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

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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. **Disclosure of Pecuniary Interest**

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. Outstanding Business

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. Downtown Development Manager (DDM) report

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 reluctance 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. Correspondence

12.1 Gratitude for Spooktacular - Beth Blackwell

13. Schedule of Meetings

13.1 Tuesday, December 17, 2024

The December meeting will be a virtual meeting.

14. Adjournment

Resolution # #2024-11-19-06

Moved by: Darrel Perry

Seconded by: Mike Hinchberger

That the Kincardine BIA Board of Management adjourn at 10:28am.

Carried.

Chair

Secretary

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

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						\$ 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	\$ 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	\$ 98,950.00	\$ 107,450.00	\$ 110,005.01	

Total Revenue to date
 \$ 110,005.01

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	\$28,730.00	
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	\$251.70	

EVENTS								
3220 Hometown Christmas	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$9,460.16	
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	\$5,108.75	
3230 Ladies Night Out	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,901.16	
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	\$16,283.28	
3224 Community Betterment	\$0.00	\$0.00	\$18,500.00	\$5,000.00		\$1,000.00	\$1,422.31	
3217 Bia Bucks Promotions	\$1,000.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,700.00	\$1,500.00	\$450.00	
3514 Bia Party	\$500.00	\$0.00	\$0.00	\$500.00	\$500.00	\$0.00	\$0.00	
2227 Blinky	\$2,000.00	\$2,000.00	\$2,000.00	\$4,500.00	\$2,000.00	\$2,000.00	\$410.00	
Blinky Upkeep						\$1,800.00	\$791.00	
Blinky Assistant							\$165.00	
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 reserve	\$0.00	\$0.00	\$0.00	\$0.00	\$3,000.00	\$3,000.00		
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		

Total Expenses to date
 \$75,718.23

TOTALS	\$65,450.00	\$79,450.00	\$85,325.00	\$104,600.00	\$100,650.00	\$106,450.00		
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0624 BIA Bucks Sales						\$17,785.00		
BIA Bucks Reimbursed						\$12,350.00		
BIA Blinky Doll & keychain Purchases						\$690.00		

