

**Wiaraton BIA
January 11, 2023
Municipal Council Chambers
Minutes**

1. Call to Order

Chair Turner called the meeting to order.

Time 6:00 pm

2. Attendance and Regrets

Voting Members in Attendance

Jim Turner (Chair), David Nusko (Deputy Chair), Councillor Caleb Hull and Melanie Hepburn.

Voting Member Regrets

Matt Shaw and Wendy Chen

Non-Voting Recording Secretary

Angie Cathrae (Director of Legislative Services/Clerk)

Non-Voting Staff Resource Persons

Michael Humble (Director of Financial Services/Treasurer)

Danielle Edwards (Manager of Economic Development and Communications)

3. Declaration of Pecuniary Interest and General Nature Thereof

None were noted at this point.

4. Public Notice of Budget Public Meeting on January 11, 2023

Public notice read.

5. Adoption of Minutes – November 9, 2022

R-01-2023

It was **Moved** by D. Nusko, **Seconded** by C. Hull and **Carried**

That the Wiaraton BIA minutes from November 9, 2022 be adopted as circulated.

6. Public Meeting – 2023 Proposed Budget

6.1 Presentation of Proposed 2023 Budget

Director of Financial Services/Treasurer Humble presented the proposed 2023 budget. The presentation included the authority given to the BIA under the *Municipal Act* and an introduction of the members of the Board of Management. Among other things, the 2023 budget is comprised of advertising, a Big Dig celebration, the beginning of a BIA Bucks program, street beautification, a downtown video and the hosting of the McLaren Pipe and Drum Band in the parkette. The BIA Bucks program, tree tagging and Big Dig Celebration will be funded from reserves and the downtown video will be funded from a grant). \$40,300 is proposed to be raised from the BIA tax levy. The current reserve fund balance is \$24,718 but this amount will be affected by the 2022 year end results. A year over year comparison from 2016 to the 2023 proposed was provided.

6.2 Declare the Public Meeting Open to Consider Public Comments

Chair Turner declared the meeting to be open.

Time 6:09 pm

6.3 Comments from Members of the Board

A member asked what was included in the property repairs and maintenance line. Director of Financial Services/Treasurer Humble explained that this is the flowers, cornstalks and ribbons.

A member indicated that the price of flower baskets may have increased.

6.4 Comments from Members of the Public

Joe Vanderzand – explained that there is a constant struggle and the Chamber is trying to convince the BIA that the Santa Claus parade is of benefit. There was advertising by the BIA but with no communication with the Chamber. 25-30% of the BIA budget is going into Town coffers and it is wondered if there is value in the services being received. It is not felt that the BIA should be disbanded. It is felt that the Board members should be removed, and a new election should take place. It is wondered why the BIA is not expanded to include the last few blocks and why the entire area wasn't included when the BIA was formed.

Discussion included how the Board realized very late in the game that they had extra money available and used it to advertise. The Director of Legislative Services/Clerk was asked to explain the services that the Town gives to the BIA. The Director of Legislative Services/Clerk explained the services that the Town provides including secretarial, financial, legal, legislative, IT and physical labour to support beautification initiatives.

Joe Vanderzand – feels that there is a disconnect with the BIA. The Board is not communicating with the membership. He hears advertisements coming from other municipalities advertising their events and this shows that our BIA is not

functioning as well as it should be. He feels that the by-law indicates that there are free services that should be provided by the Town.

Discussion included the Chair stepping aside and the fact that no one from the Chamber has attended the BIA meetings as it is on the BIA agendas that they are to provide regular updates.

Joe Vanderzand – indicated that he put on the Santa Claus parade without any help from the Town and it does bring people to Town that day.

Discussion included the size of the BIA, being in the process of bringing strategic planning and expanding the BIA membership area which was interrupted by COVID.

Josie Myles – felt that increasing the boundaries should not be done until there is a healthy BIA because without that, it would not be a successful campaign. There needs to be events and things to bring people here. If everything that is planned in the budget is done, it will be a good start. She explained that email is great and mail is ok but someone from the Board going to the membership is better. This should not be done by someone from the Town. She wondered if there would be specific events in 2023 and provided her history with the BIA and Chamber.

Discussion included how one member went to the new BIA businesses but felt that the email blast would hit the existing membership, the McLaren Pipe and Drum Band in the parkette and the issues with planning a Big Dig Celebration.

Josie Myles – offered to be on a subcommittee of the BIA to plan the Big Dig Celebration.

Joe Vanderzand – explained that William Street was to be the connecting link between the downtown and the park. This was earmarked as a street which can be closed and the stage could be set up there and street dances could be there on a regular basis.

Discussion included how one member spoke to BIA's south of us and asked what the Town's charge for the BIA services and many are getting their services for free and asking the Town to provide their services for free. The Director of Legislative Services/Clerk indicated that she receives job postings for BIA staff from the OBIAA and that many BIA's have hired their own employees.

Josie Myles – explained that at the time it was important to have someone from the Town taking minutes, etc. for legal issues. She felt that the BIA could hire someone part time and someone could take notes but to do this, you must have

a high functioning committee. She explained that the BIA should be meeting monthly.

The Director of Legislative Services/Clerk explained that the BIA is not legislated to meet once per month. She explained the provisions in the establishing by-law which included the requirement for the BIA to purchase insurance and indemnify the Town, the requirement for auditing and the requirement for the Town Treasurer to serve as the BIA's Treasurer however the by-law does not say that the BIA should receive any of these services for free. She explained that the Town provides insurance coverage for the BIA and there is the Indemnification By-Law which is also provided and these can be considered to be part of the \$10,000 Town resource costs. Director of Financial Services/Treasurer Humble explained the value for using the Town's bank accounts, purchasing power and insurance costs.

Discussion included a large business which moved outside the BIA area, how the BIA didn't expand to that area to include that business and expanding the BIA area to include the hardware store on the south hill.

Joe Vanderzand – explained that there are ways to collect money from an outside of South Bruce Peninsula business. The Director of Legislative Services/Clerk explained that is it not legal to levy outside of the BIA area but that a BIA can extend an associate membership to those outside of the area.

There was considerable discussion regarding events and expansion.

Koreen Ryan – explained that when she first came to Town, the BIA brought flowers and that winter there was an event and they made the main traffic point her business. She felt very welcomed by the BIA. When she and Josie Myles just took a petition around downtown, it was determined that people want events. She and Josie Myles came to the Board with an event idea and weren't welcomed and they were frustrated with how they were treated. There is a breakdown between the BIA and the Chamber. There are people who feel that the face of the BIA is Manager of Economic Development and Communications Edwards and don't even know the Board members. The members have said that they don't have time to go to the businesses. When she and Josie Myles were on the BIA they took the time to go around to each of the businesses themselves. The previous Mayor brought the Poutine Feast to Town and there was resistance, and the BIA didn't do anything. The Mayor was upset by the reaction of the Board and this is where the idea of the BIA dissolving came from.

Josie Myles – explained that after the fact the Board supported the idea of a sidewalk sale during Poutine Feast but only financially but they needed bodies. They had staff help but no one from the Board. They didn't want to do all of the work themselves.

Discussion between the Board and the audience members included how Poutine Feast was outside of the BIA area, there being only a month and a few weeks to come up with an event, how busy all of the Board members were at the time of the event request, the petition taken by Ms. Ryan and Ms. Myles, resistance from the Board, how the event was funded, the great success of the sidewalk sale, thanks to Ms. Myles husband who assisted with setting up and taking down tents, how a member spoke to restaurants who didn't want the BIA to do anything and didn't want this to come to Town and how to frame questions to the membership.

Joe Vanderzand – explained that with regard to the Find Santa Campaign, he went around to the businesses by himself. He feels that the BIA needs to build this better and if the Board can't they need to look at a different model.

The Director of Legislative Services/Clerk asked for confirmation of the expectation of the staff resources and the Board members as it appears that the request is for Board members to undertake the engagement and events and not Town staff.

Koreen Ryan – asked why people should go to the Board when they can't speak.

The Director of Legislative Services/Clerk explained that under the current procedures, the Board has the option of letting someone speak. This requires a show of hands with a majority in favour. The Board currently follows the Town's Procedural By-Law but could create their own by-law. It must follow parliamentary procedure and could include a part in the meeting where the public is allowed to speak however it would need to be properly managed to ensure that the meeting is not overtaken.

Joe Vanderzand – asked if agendas to the meetings could be sent to the membership.

The Director of Legislative Services/Clerk explained that she can send the agenda by email to the membership list.

Mayor Michi was asked for his input to which he responded that the Town would do whatever they could and that people should let us know what they want. He explained that he is not here to tell people how to run their businesses.

6.5 Read Written Submissions Received

None.

6.6 Declare the Public Meeting to be Closed

Chair Turner declared the meeting to be closed.

Time 7:00 pm

6.7 Consideration of Adoption of 2023 Proposed Budget

Discussion included a Christmas tree in the parkette.

On a show of hands with the majority being received, it was agreed that the consideration of adoption of the budget would be moved to the end of the meeting.

7. Delegations

None.

8. Board Appointments

Discussion included dissolving, the current members still having interest in sitting on the Board, the timing of the call for interest, how there may be people who would be interested as they have spoken to Board members and the importance of the appointment not being from outside the BIA area.

R-02-2023

It was **Moved** by M. Hepburn, **Seconded** by D. Nusko and **Carried**

That the BIA Board of Management asks Council to put out a new call to the membership to fill the vacant seat.

9. Council Request for BIA to Operate Without Town Secretarial Resources

Discussion included the resources received from the Town, hiring an individual to assist and the amount of money included in the budget.

R-03-2023

It was **Moved** by D. Nusko, **Seconded** by M. Hepburn and **Carried**

That the BIA Board of Management wishes to continue to retain the services of the Town to act as resources to the BIA.

10. Snow Removal

Deputy Chair Nusko explained that the accumulation of snow impedes traffic to businesses. The Town didn't take away the snow after the last snowstorm. The

planters seem to be in the way and the snow isn't being properly removed and there are drifts and berms building. The sidewalk snowplow is in the grass which creates a hole. The current level of snow removal is too low. The snow needs to be trucked away. They plow the sidewalk and it doesn't include the red area and then the Town's small plow puts the snow back onto the red and members can't shovel the snow and there is no place to put it. Snow ends up in the flower beds.

Discussion included the frequency of snow removal, the Supreme Court of Canada decision on snow removal, the Town policy on snow removal and the request of Council that the Acting Director of Public Works reports to Council on the costs and frequency of snow removal.

This item will be left on the agenda to be reviewed after Council deliberations on the matter.

11. By-Law Enforcement

Deputy Chair Nusko indicated that he would speak with staff about his concerns. He withdrew his request for discussion on this item. No discussion occurred.

12. Election of Chair and Deputy Chair

12.1 Chair

The Secretary explained that the Board would hold an election for the position of Chair. The newly elected Chair would chair subsequent meetings. She asked for nominations. Councillor Hull nominated Jim Turner. Jim Turner accepted the nomination. The Secretary asked a second time for nominations. None were received. The Secretary asked a third time for nominations. None were received. On a show of hands with the majority being received, Jim Turner will hold the position of Chair for 2023.

12.2 Election of Deputy Chair

The Secretary explained that the Board would hold an election for the position of Deputy Chair. The newly elected Deputy Chair would hold the position for subsequent meetings. She asked for nominations. Councillor Hull nominated David Nusko. David Nusko accepted the nomination. The Secretary asked a second time for nominations. None were received. The Secretary asked a third time for nominations. None were received. On a show of hands with the majority being received, David Nusko will hold the position of Deputy Chair for 2023.

13. Developments/New Businesses

Danielle Edwards explained that there have been 12 new businesses in 2022 in Wiarnton as a whole, some may be outside of the BIA area. The vacancy rate has been reduced. Peninsula Plumbing has purchased the Mother's Fabric building and will be moving their business to that location. There is potentially another new business coming but she does not have information to share at this time.

14. Budget Year to Date Update

Director of Financial Services/Treasurer Humble presented the year to date spending. The invoices for year end continue to come in. Whatever is not spent, will be transitioned to the reserve.

15. Items to Add to Upcoming Agenda

BIA Associate Members (M. Hepburn)

Tree in the Parkette (J. Turner)

16. Chamber Update

None.

17. Town Staff Update

Manager of Economic Development and Communications Edwards explained that she is working with RT07 and Bruce County to host workshops in Wiarnton and Sauble regarding workforce issues. The My Main Street is wrapping up at the end of January and it totals a \$100,000 investment in downtown Wiarnton. The Digital Main Street Program is still up and running and will be re-opening to accept applications in a week or two. Businesses can apply until September 30. We have a resource available to assist people.

18. Correspondence

None.

19. Matter of Urgency

None.

20. Reports from Committee Members or Local Board Members

None.

21. Upcoming Meetings

The next regular meeting will be March 1, 2023 at 6:00 pm in the Council Chambers.

22. Unfinished Business-Strategic Planning

Deputy Chair Nusko explained that there is now opportunity to schedule a public consultation that was originally planned in 2019. Councillor Hull explained that he and the Deputy Chair previously had the guidance from OMAFRA and now they would be doing this themselves. They didn't want the assumption that they were guiding this. The OMAFRA program was cancelled because of COVID but he and the Deputy Chair finished the module on public consultation. Councillor Hull contacted OMAFRA about starting the program again and they said that the program is now over. In the OMAFRA guidance, the strategic planning was also taking into consideration the branding and marketing.

Discussion included when to hold public consultation, being prepared for a public meeting and what would be expected as an outcome of the public consultations.

It was agreed that Deputy Chair Nusko and Councillor Hull would continue to work on this item.

23. Unfinished Business – BIA Bucks

Councillor Hull explained a program in another municipality where there was a collaboration with a bank and the bucks were only useable during a certain period of time. The Director of Legislative Services/Clerk relayed a personal experience with BIA bucks in another municipality. They are physical cheques where the business receiving them writes their name into the payee portion and cashes them in their regular deposits. She explained the importance of getting all businesses on board to accept the BIA bucks so that customers are not inconvenienced or frustrated.

24. Unfinished Business – Year End Report to Council

It was noted that the report was presented on December 6, 2022 and was well received.

25. Unfinished Business – Recycle Bins

Councillor Hull reported that there is no news at this time.

26. Unfinished Business – Increased Sign Strategy

The Director of Legislative Services/Clerk explained that staff are reviewing the area.

27. Unfinished Business – Use of Reserves for Advertising

It was noted that this was approved by Council.

28. Consideration of Adoption of Budget – Item Deferred from Earlier in the Agenda

Discussion included how any Christmas tree project could be funded from reserves.

R-04-2023

It was **Moved** by C. Hull, **Seconded** by M. Hepburn and **Carried**

That the Wiarton BIA Board of Management approves the 2023 budget as discussed on January 11, 2023 with a levy requirement of \$40,300;

And further that the 2023 budget is forwarded to Council for their review and approval.

29. Closed Session

Not required.

30. Adjournment

R-05-2023

It was **Moved** by D. Nusko, **Seconded** by M. Hepburn and **Carried**

That the meeting adjourn.

Time 7:54 pm

_____Chair

_____Secretary