

# Downtown Elmira BIA

## Board Meeting Minutes

**Date: April 6, 2022**

**Location: Virtual on Zoom**

Attendees Steve Pond, Jenna Morris, Jim Henwood, Julia Schnarr, Jon Clay, Dave Schnider, Abby Cooper, John Tsintaris, Danna Costello, Scott McMillan

Meeting Called to Order @ 6:05 pm

Approval of minutes from March 3<sup>rd</sup>, 2022

Steve motioned to approve minutes as presented, Second Jim – Passed

Delegations

New Business

a. Promotion & Advertising

a. Abby provided a social media update

i. Highlighting the increase in traffic because of the EMSF campaign

1. John mentioned his frustrations regarding the map
2. The organization piece was a challenge for businesses
3. Comments to be share with the EMSF, provide additional comments to Jon or Abby or via WhatsApp
4. Julia to add a reminder to the calendar in January
5. Steve mentioned the extra marketing that may have been directed towards outside BIA businesses

b. Beautification

a. Steve updated on the fire department status; they have a meeting coming up to discuss it further. Is interest there but nothing official

- i. \$1,000 would go towards the diabetes charity
- ii. John to explore how easy the take down of a banner is.

b. Bench restoration

- i. Dana provided an update on bench project
- ii. The high school is interested in helping with all the benches
- iii. It would need BIA help with delivering benches in spurts
  1. Broken into phases to account for time left in school
- iv. Waiting on township approval and then can coordinate with the school

1. Ideal would be getting benches to the school by the end of April

c. Mill Street Closure

- a. Dana mentioned if interest is in purchasing table for Mill Street and if there is interest, we need to motion and get it ordered
- b. Dana motioned to approve 2 tables for mill street no more than \$300, Jim second – Passed

d. Community Improvement Plan (CIP)

- a. Jon updated on the CIP and having 4 applications so far
- b. Abby mentioned a sign update on Arthur (Taylor Gerber) near Sweet Scoops to showcase on social media
- c. Adjudication volunteers to be Jon, and others to be picked

e. Greenery Project

- a. 4 submissions to date
- b. Adjudication committee to meet 9 am Friday 1<sup>st</sup> morning. Consisting of Krista, Abby, Jenna, Mark, Inga and Sandra
- c. MyMainStreet Grant unsuccessful
- d. \$5,000 received from the Region and Jenna to be in contact with them
- e. Jenna brought up the RTO4 grant that is available and more discussion on project ideas to be thought about offline and then discussed later
- f. Jenna updated on the addendum to the RFQ and to close next week

f. Seasonal Décor

- a. Jon mentioned potential for using RTO4 money however may not be the best opportunity
- b. Steve provided an update on his talk with Dentec
  - i. \$400 per pole may reverse wiring, cap bottom, and put it at the top
  - ii. Bill snider is the township contractor to maintaining the poles
- c. Jim Mentioned having this split with the township and getting this project finished
  - i. Potentially doing the downtown poles as a first go around
- d. Jon to check in with Jenna on township providers
- e. Dana mentioned going to township with the ideas we have with seasonal décor and seeing their perspective on it
  - i. Scott mentioned a potential for up to \$15,000 on reallocation

g. Downtown Elmira BIA/ Township Agreement

- a. Review current document
  - i. Collect notes and research on any other BIAs and Townships and understanding what their look like
  - ii. Having a chance to showcase what else is there
  - iii. Scott likely thinks staff will want to not spend more money and have to go to council saying they have to spend more money, having a justification for the staff
- b. Discuss points of interest
- c. Pushed to next meeting
- d. Jon mentioned maybe having an increase in levy is a potential

- i. Steve mentioned we will be close to 0 next year for special projects
- ii. Jim mentioned having an increase in the levy we can showcase a project and highlight the great things we will do
- iii. Dana mentioned adding a levy increase could bring in more negativity with the challenges with the pandemic
- iv. Scott mentioned the same idea as not a great time with pandemic circumstances

h. No Art Project Update

Other Business

No Township Updates

Budget Update – Jon/Steve

- a. Julia displayed budget

Jim motioned to accept the budget, Dave second – Passed

Next Meeting

May 4, 2022 @6:00pm via Zoom

Meeting Adjournment

Jim motioned to adjourn, Dana Second – Passed