



**Downtown Business Improvement Area (BIA) Board
MEETING AGENDA**

Held on Wednesday August 10th 2022 at 6:30PM

In Person at Laverne's Eatery 21 King Street East, Gananoque

1.	Call Meeting to Order
2.	Disclosure of Pecuniary Interest & General Nature Thereof
3.	Approval of Minutes (Adoption) – June 1 st 2022 & June 8 th 2022
4.	Public Question/Comment (Only Addressing Reports on the Agenda)
5.	Disclosure of Additional Items
6.	Delegations – None
7.	Presentations by Staff (Others) – None
8.	Unfinished Business
	1. Mural Panel Project Update
	2. Les FestivÎLES Update
9.	Correspondence – Carol Avertick re: Accessibility
10.	New Business/ Reports
	1. Pine Street Parking Lot (Ted)
	2. Downtown BIA Fall Season/Festival of Lights – Shopper Attraction Ideas
	3. Culture Days - GAN Arts - TAP funding (Lisa & Amanda)
	4. BIA Mandate/BIA Recommendations for the Town in 2023
	5. RTO9 Partnership Funding Program – Intake #2
11.	Discussion of Additional Items
12.	Next Regular Meeting – _____
13.	Questions from the Media
14.	Adjournment

The Town invites and encourages people with disabilities to attend and voice their comments in relation to accessibility related reports. For those who are unable to attend, the Town encourages the use of the Customer Feedback Form found on the Accessibility Page on the Town's website.



**Downtown Business Improvement Area (BIA) Board
UNADOPTED MINUTES
Held online via Webex - Wednesday June 1st 2022 at 6:30 PM**

COMMITTEE MEMBERS PRESENT		STAFF PRESENT
Members:	Lisa Robichaud, Chair	Amanda Trafford, Business Coordinator
	Ray Stedman	Lynsey Zufelt, Recording Secretary
	Ted Lojko	Shellee Fournier, CAO
	Shawna Singers	
	Randall Smith	
Regrets:	Sarah Preston	
	Darren Towriess	
	Veronica Fitzgerald	
	Kathrine Christensen	

1.	Call Meeting to Order The Chair called the meeting to order at 6:34 PM.
2.	Disclosure of Pecuniary Interest & General Nature Thereof – None
3.	Public Question / Comment
	There being none, the Chair moved on to the next order of business.
4.	New Business/Staff Reports
	At this time, the agenda was amended to permit the Board meet In-Camera regarding the awarding of the Downtown Gananoque Mural Panel Project.
Motion – BIA-2022-016 – Closed Session – Additional Item for Discussion	
	Moved By: Ted Lojko Seconded By: Randall Smith
	BE IT RESOLVED THAT THE BIA BOARD OF THE TOWN OF GANANOQUE EXERCISE ITS RIGHT UNDER THE PROCEDURE BY-LAW NO. 2016-094, SECTION 17.10, TO ADD AN ADDITIONAL ITEM TO THE CLOSED SESSION AGENDA WITH RESPECT TO ONE (1) ITEM UNDER A POSITION, PLAN, PROCEDURE, CRITERIA OR INSTRUCTION TO BE

	<p>APPLIED TO ANY NEGOTIATIONS CARRIED ON OR TO BE CARRIED ON BY OR ON BEHALF OF THE MUNICIPALITY OR LOCAL BOARD, WITH RESPECT TO AWARDING OF THE DOWNTOWN GANANOQUE MURAL PANEL PROJECT.</p> <p style="text-align: right;">- CARRIED</p>
5.	Closed Meeting of the Downtown BIA Board
	Move into Closed Session
	<p>Moved by Lisa Robichaud that the Downtown BIA Board in accordance with section 239.2 of the <i>Municipal Act</i>, moves into Closed Session at 6:42 PM for the purpose of discussing one (1) item under A Position, Plan, Procedure, Criteria or Instruction to be applied to any Negotiations Carried On or to be Carried on by or on Behalf of the Municipality or Local Board.</p> <p style="text-align: right;">- CARRIED</p>
	Move Out of Closed Session at 7:15 PM
	The BIA Board resumed the Open Session at 7:16 PM
6.	Matters Arising from Closed Session
	<p>A Closed Meeting was held. The BIA Board discussed one (1) item under A Position, Plan, Procedure, Criteria or Instruction to be applied to any Negotiations Carried On or to be Carried on by or on Behalf of the Municipality or Local Board.</p> <p>The Board considered the following recommendation.</p>
Motion – BIA-2022-019 Mural Panel Project Award – Mallory Bishop Brown	
	<p>Moved By: Lisa Robichaud Seconded By: Ray Stedman</p> <p>BE IT RESOLVED THAT THE BUSINESS IMPROVEMENT AREA HEREBY AWARDS THE BIA MURAL PROJECT TO MALLORY BISHOP BROWN IN THE AMOUNT OF \$5,000 TO CREATE 2 MURAL PANELS TO BE PLACED AT THE VISITOR’S CENTRE, AND FURTHER AUTHORIZES THE SIGNING OF ALL NECESSARY CONTRACTS.</p> <p style="text-align: right;">- CARRIED</p>
Motion – BIA-2022-020 Mural Panel Project Award – Shane Goudreau	
	<p>Moved By: Randall Smith Seconded By: Ray Stedman</p> <p>BE IT RESOLVED THAT THE BUSINESS IMPROVEMENT AREA HEREBY AWARDS THE BIA MURAL PROJECT TO SHANE GOUDREAU IN THE AMOUNT OF \$16,000 TO CREATE 8 MURAL PANELS TO BE PLACED ALONG THE GARDEN STREET WALKWAY, AND FURTHER AUTHORIZES THE SIGNING OF ALL NECESSARY CONTRACTS.</p> <p style="text-align: right;">- CARRIED</p>

12.	Next Meeting – Wednesday, June 8, 2022 at 6:00PM
13.	Questions from the Media – None
14.	Adjournment
	<p>Moved by: Randall Smith</p> <p>Be it resolved that the Downtown BIA Board hereby adjourns the Special June 1st, 2022 meeting at 7:30 PM.</p> <p style="text-align: right;">- CARRIED</p>
<p>_____</p> <p>Lisa Robichaud, Chair</p>	<p>_____</p> <p>Lynsey Zufelt, Recording Secretary</p>



**Downtown Business Improvement Area (BIA) Board
UNADOPTED MINUTES
Held online via Webex - Wednesday June 8th 2022 at 6:00 PM**

COMMITTEE MEMBERS PRESENT		STAFF PRESENT
Members:	Lisa Robichaud, Chair	Amanda Trafford, Business Coordinator
	Ray Stedman	Lynsey Zufelt, Recording Secretary
	Ted Lojko	Shellee Fournier, CAO
	Shawna Singers	Sgt. Rich Swann, Gananoque Police
	Randall Smith	
	Sarah Preston	
	Veronica Fitzgerald	
Regrets:	Kathrine Christensen	
	Darren Towriess	

1.	<p>Call Meeting to Order</p> <p>The Chair called the meeting to order at 6:04 PM.</p>
2.	<p>Disclosure of Pecuniary Interest & General Nature Thereof – None</p> <p>At this time, Sgt. Swann from the Gananoque Police Department discussed Community Safety with the BIA Board Members due to a recent break-in & theft at a BIA establishment. Sgt. Swann spoke to the ongoing work being done to complete the investigation, as well as providing safety tips and suggestions. Staff will communicate this to the BIA Members for information.</p> <p>*** Randall Smith arrived at 6:06PM ***</p> <p>*** Ted Lojko arrived at 6:08PM ***</p>
3.	<p>Approval of Minutes (Adoption)</p>
<p>Motion #2022-021 – Approval of Minutes – May 11th 2022</p>	
	<p>Moved By: Sarah Preston Seconded By: Ted Lojko</p> <p>BE IT RESOLVED THAT THE DOWNTOWN BIA BOARD APPROVE THE MINUTES OF THE MAY 11TH 2022 MEETING.</p> <p style="text-align: right;">- CARRIED</p>

4.	Public Question / Comment (Only Addressing Reports on the Agenda)
5.	Disclosure of Additional Items
6.	Delegations – None
7.	Presentations by Staff (Others) – CAO Shellee Fournier provided the Board with an update on the progress of the Mural Panel Project Agreements between the Town and artists Shane Goudreau and Mallory Bishop Brown. Video was shared to show the progress made on this project with the students at Gananoque Secondary School.
8.	Unfinished Business
	1. Mural Panel Project: Shellee turned the floor over to Muralist Shane Goudreau who outlined the concept for his Mural which will include lots of colour, characters and depictions of the Gananoque Secondary School students' ideas.
9.	Correspondence – None
10.	New Business/Reports
	1. BIA Board Approval of Artist Concept for Mural Panels – Shane Goudreau's Mural Concept
Motion #2022-022 – Approve Concept for Shane Goudreau's Mural	
	Moved By: Lisa Robichaud Seconded By: Randall Smith BE IT RESOLVED THAT THE DOWNTOWN BIA BOARD APPROVE SHANE GOUDREAU'S CONCEPT FOR THE GARDEN ALLEY MURAL PANEL PROJECT. <p style="text-align: right;">- CARRIED</p>
	2. BIA Board Approval of Artist Concept for Mural Panels – Mallory Bishop Brown's Mural Concept: The BIA Board received a presentation at this time, from Mallory Bishop Brown, who provided conceptual drawings for her portion of the Mural Panel Project to be showcased at the Visitor's Centre, and to be completed with the help of her intermediate students at Gananoque Intermediate Secondary School.
Motion #2022-023 – Approve Concept for Mallory Bishop Brown's Mural	
	Moved By: Ray Stedman Seconded By: Ted Lojko BE IT RESOLVED THAT THE DOWNTOWN BIA BOARD APPROVE MALLORY BISHOP BROWN'S CONCEPT FOR THE VISITOR'S CENTRE MURAL PANEL PROJECT. <p style="text-align: right;">- CARRIED</p>
	3. Social Media Plan – Increasing Instagram Posts: The BIA Board discussed the importance of regular, fairly represented and scheduled social media posts.

	4. Stop Gap – Improving Accessibility in the Downtown: Staff connected with the Stop Gap Foundation Creator for the purpose of connecting the BIA for improvements to downtown accessibility.
	5. Bilingual Hospitality Campaign – Les FestivÂLES: Staff discussed the French Festival which will be taking place mid-Summer. For the occasion, BIA businesses will be offered resources to help improve French tourism. The next BIA newsletter will include some tips and resources for BIA constituents for simple ways to improve our level of service and communication for our French speaking visitors.
	6. Street Flags – Wave Style
Motion #2022-024 – Approve Concept for Street Flags (Wave Style)	
	<p>Moved By: Randall Smith Seconded By: Ray Stedman</p> <p>BE IT RESOLVED THAT THE DOWNTOWN BIA BOARD APPROVE THE CONCEPT FOR THE WAVE-STYLE STREET FLAGS.</p> <p style="text-align: right;">- CARRIED</p>
11.	Discussion of Additional Items
12.	Next Meeting – Wednesday, June 8, 2022 at 6:00PM
13.	Questions from the Media – None
14.	Adjournment
	<p>Moved by: Randall Smith</p> <p>Be it resolved that the Downtown BIA Board hereby adjourns the June 8th, 2022 meeting at 7:28 PM.</p> <p style="text-align: right;">- CARRIED</p>
<div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="width: 45%; border-top: 1px solid black; padding-top: 5px;">Lisa Robichaud, Chair</div> <div style="width: 45%; border-top: 1px solid black; padding-top: 5px;">Lynsey Zufelt, Recording Secretary</div> </div>	

From: [David Osmond](#)
To: [Lynsey Zufelt](#)
Subject: Re: Les FestivILES update
Date: August 5, 2022 12:00:51 PM
Attachments: [Image.jpeg](#)
[Image.jpeg](#)
[Image.jpeg](#)

Hi

Thanks

We had an estimated 800 to 1000 people join us at Le FestivILES. The audience had great representation of both official languages. Lots of singing and dancing and respect shown by all.

The music was a hit and all the feedback has been very positive. I believe it was the largest crowd for a music event on the water since the Festival of the Islands.

Le FestivILES spent roughly \$650 in the BIA including Vinyl Graphics, Gan Custom Signs and the 1000 Islands Trading Co.

We are hopeful to continue Le FestivILES next year and would be excited to coordinate and promote small and large events in and with the BIA moving forward.

Feedback from Francophone boaters to marina staff has been fantastic. Imagine if this event had traction for a more days and throughout our community.

The musicians were amazing and provided a great mix of French and English entertainment and the crowds were very appreciative. The headliner Michel Pagliaro and his guitarist Cory far exceeded expectations and were a pleasure to work with.

As a trial run we couldn't be happier with the event and it can only be better with more community involvement.

We received television coverage twice and in local papers promoting both the town and the event.

The links provided is an example of the quality of music.

<https://www.facebook.com/109141987895967/posts/pfbid02rVFWpDmT9pfE9NEEGBDESykS14UfB1249mcHcCBoG9EeJ3onHtvirWtqsuwvHU1DI/?d=n>

<https://www.facebook.com/TheCardMan/videos/612261390457272/?d=n>

Still working on the final budget but the entire event was around \$12k.

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From: Lynsey Zufelt <THadmin@gananoque.ca>
Sent: Friday, August 5, 2022 11:15 AM
To: David Osmond <dosmond@gananoque.ca>
Subject: Les FestivILES update

Good Morning,

I am preparing the Agenda for the BIA Board Meeting next Wednesday August 10th at 6:30 PM. I would like to provide the Board with an update on the success of Les FestivILES, and possibly receive some feedback from yourself as to how the BIA can help more next year – or if there will a “next year” – and I do hope so!

I am wondering if you might be able to send me an email or refer me to any specific social media post that summarizes the success of the concert last weekend? You are welcome to speak directly to the Board, but for the sake of convenience, and not having to leave your family to attend another meeting, an email or social media content will be just as good to provide a report to the Board.

Regards,

Lynsey Zufelt
Administrative Assistant
Corporation of the Town of Gananoque
30 King St East
Gananoque, ON K7G 1E9

613-382-2149 ext 1115



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Please consider the environment before printing.

From: [Shellee Fournier](#)
To: [Lynsey Zufelt](#)
Subject: FW: Town of Gananoque website contact form submission: General
Date: August 2, 2022 11:01:00 AM

For the BIA correspondence.

And please prepare a response to Carol.

-----Original Message-----

From: carolavertick@sympatico.ca <carolavertick@sympatico.ca>
Sent: Saturday, July 30, 2022 12:03 PM
To: Information <Information@gananoque.ca>
Cc: Shellee Fournier <SFournier@gananoque.ca>; Lynsey Zufelt <THadmin@gananoque.ca>
Subject: Town of Gananoque website contact form submission: General

I have visited Gananoque many times but was really disappointed last week. My husband and I spent 4 days there. We have always enjoyed strolling along the main shopping street. This year I am using a mobility scooter and was upset to find that I could not access any of the shops. Every single shop had stairs at the entrance. I'm surprised that a popular tourist destination would not have handicap accessibility.