

DOWNTOWN GODERICH BIA AGENDA

July 10, 2025, 5:30pm

Menesetung room / Zoom Video Conference

1.0 WELCOME

2.0 DISCLOSURE OF PECUNIARY INTEREST

3.0 APPROVAL OF JULY 10TH, 2025 AGENDA

4.0 APPROVAL OF MINUTES OF JUNE 12TH, 2025

4.1 APPROVAL OF MINUTES OF SPECIAL MEETING, JUNE 24TH, 2025

5.0 FINANCIAL REPORTS

Motion to Approve the Financial Statements for the period ending June 30th, 2025

6.0 NEW & GENERAL BUSINESS

6.1 Rural Ontario Development (ROD) Program

6.2 Starter Company Plus 2025 Press Release

7.0 COMMITTEE REPORTS

7.1 Beautification

7.2 Advertising, Events & Programming

7.3 Markets

8. REPORTS

BIA Manager Report

9. POSSIBLE CLOSED B.I.A. BOARD MEETING MANNERS

In the event that the BIA Board enters a possible Closed Session pursuant to Section 239 (2) of the Municipal Act, the Board will reconvene following the Closed Session at which time public and press may be present.

THAT the BIA Board rise at ____ am/pm and go into Closed Committee of the Whole Session pursuant to Section 239 (2)(b) of the Municipal Act;

b) personal matters about an identifiable individual, including municipal or local board employees.

AND FURTHER THAT the Chair and the balance of the BIA Board members remain in attendance for the meeting.

10. NEXT MEETING

Thursday, September 11th, 2025, at 5:30pm Menesetung room

**Downtown Goderich Business Improvement Area
BIA BOARD OF MANAGEMENT**

Minutes # 264– June 12, 2025

Thursday June 12th, 2025 @ 5:30 p.m.

Goderich, Ontario

Present: Shelley Peet (Chair), Clare Day, Randy Carroll (Town of Goderich Councillor), John Thompson (Town of Goderich Councillor), Vicky Culbert, Gerri Catherwood, Anne Ferguson, Andrea Fisher, Sydney Pollock, Dan Gall

Regrets: Steve Bruce

1.0 WELCOME, Chair Shelley Peet welcomes everyone to the meeting.

2.0 DISCLOSURE OF PECUNIARY INTEREST None declared.

3.0 APPROVAL OF JUNE 12TH 2025 AGENDA

Moved by: Vicky Culbert

Seconded by: Clare Day

That the BIA Board hereby adopts the June 12th agenda as presented.

CARRIED

4.0 APPROVAL OF MAY 8TH, 2025 MINUTES

Moved by: Anne Ferguson

Seconded by: Randy Carroll

That the BIA Board hereby adopts May 8th, 2025, BIA Board minutes.

CARRIED

4.1 APPROVAL OF MINUTES OF SPECIAL MEETING, MAY 30TH

Moved by: Sydney Pollock

Seconded by: Anne Ferguson

That the BIA Board hereby adopts Minutes of Special Meeting, May 30th

CARRIED

5.0 FINANCIAL REPORTS

Moved by: Randy Carroll

Seconded by: Anne Ferguson

That the BIA Board approves the financial statements for the period ending May 31st, 2025

CARRIED

6.0 NEW & GENERAL BUSINESS

Board agreed to move 7.0 Nomination Process ahead of Terms of Reference discussion.

7.0 REVIEW OF PROPOSED NOMINATION PROCESS

The recommendations provided include:

- The nomination process for the Board of Management is consistent with the Town of Goderich.
- The Nominations committee should consist of the Chair, Past Chair, and one additional Director.
- The committee would be responsible for overseeing the nomination process and report at the Annual General Meeting.
- Directors will serve a four-year term unless there is an early election call
- Need to have a strong orientation process in place for new Directors
- The board should purchase the latest edition of Roberts Rules for Directors to familiarize with proper procedure of meetings.

Discussion of the proposed recommendations including deleting 3. *Term of Appointed Directors* from the proposed process as it is referenced in the Terms of Reference submitted May 8th.

5:46pm Andrea Fisher joined the meeting.

6.0 Terms of Reference Review

- 4b) “Treasurer” to be stricken from the document.
- The nomination process proposed to the board is to be inserted as subsection 10e) in Terms of Reference.

Moved by: Vicky Culbert

Seconded by: Anne Ferguson

Motion to approve the Terms of Reference as amended for consideration for the Town of Goderich

Carried

Next Steps:

- Terms of Reference to be presented at July 7th council meeting for final adoption.

7.0 Committee Reports

7.1 Beautification

- Metals in Murals – to be delivered to BIA.
- Flowers have been planted, and the downtown area looks very lively.
- Banners – Management discussed with Town officials and the town is planning on putting the feather flags and Shop and Dine banners up within the next week
- Butterfly sidewalk painting is underway and has been very well received
- Wrapping the Erth electrical boxes with historical pictures is plausible. Approval needs to be secured.
- Blade signs are somewhat problematic and costly and may be deferred to a future date.
- Downtown music speakers were discussed, and the router appears to be not working. More work and research into the problem needs to be done.
- The committee also discussed erecting a bronze statue in downtown Square to honour the Discovery of salt in Goderich. This will include a report to the council and requires formulating a committee to outline the plan in detail with the project to be completed for the bicentennial.
- New sign on Victoria St., has been put up and additional signage is still being reviewed.
- BIA has requested that roads and dirt be watered down during the dry summer months to keep the dirt and dust down and the Town confirmed that this is part of the contract with the construction company.

7.2 Advertising and Events

- Reviewed print and radio advertising schedule
- Still discussing additional billboards but inventory is minimal. The airport billboard would require several approvals and would be costly and time-consuming. In the discussion it was suggested that corrugated plastic signage attached to the airport fence might be an easier solution
- Discussed looking into radio and social media analytics to determine success of ongoing advertising campaigns.
- A Welcome event to new businesses was proposed which would include a ribbon cutting ceremony to acknowledge the new businesses opening downtown.
- A BIA Open House was also discussed to invite members to a networking and social event to assist in informing members with BIA updates.
- BIA will roll out a Coupon book promotion to assist with businesses in promoting downtown businesses.

7.3 Market

- Saturday and Sunday markets are full
- There have been problems with opening public washrooms which management is working with Tourism to address.
- July 4th and 6th Arts and Crafts show will be held in the Square while the Farmers Market and Sunday Market will move to North Street.
- The Car Show July 19th the Market will be moved to the South Street and Livery parking lot.

8.0 BIA Manager Report

- A lease and moving update was provided listing the actions required to ensure a successful move with a moving date the week of June 23rd
- Attending weekly construction meetings and parking continues to be an ongoing concern.
- An email was received requesting that BIA arrange to have a shuttle available for downtown shoppers. Follow up was provided that both the town and BIA hasn't budget for a shuttle and liability issues are a concern. A letter to Town from the BIA regarding an update on metered timing for parking could assist in elevating the parking issue. BIA will reissue the Parking notice that was released with a reminder to post in their store windows and to share with their employees.
- Participated in a consultation meeting regarding the Livery expansion.
- Provided a Strategic Plan update

10. NEXT MEETING

The next meeting will be on **Thursday July 10, 2025**, at **5:30pm** in the Town of Goderich Town Hall, Menesetung Room both in person and via zoom.

12.0 ADJOURNMENT

Motion made by Anne Ferguson

Seconded by: Clare Day

Carried

CHAIR, Shelly Peet

Special Meeting Minutes- June 24th 2025 - #266

Via Zoom, Menesetung Room

1. ORDER: 5:00pm

Present: Shelley Peet (Chair), Anne Ferguson, Vicky Culbert, John Thompson (Councillor), Dan Gall

Attending via Zoom: Randy Carroll (Councillor), Sydney Pollack

Absent: Gerri Catherwood, Steve John Bruce, Clare Day

2. CALL FOR PECUNIARY INTERESTS OF THE BOARD OF MANAGEMENT

None declared

3. APPROVAL OF AGENDA

Moved by: John Thompson

Seconded by: Vicky Culbert

That the B.I.A Board hereby adopts the June 24th BIA Special Meeting Agenda.

Carried

4. CHAIR'S OPENING REMARKS

The chair informed the board that a motion is required for the town council to review and approve the allocation of monies from the BIA Reserve Fund to BIA's 2025 Operational Budget which is to be presented to the council July 9th, 2025.

5. RESERVE FUND TRANSFER REQUEST – REVIEW & DISCUSSION

The board reviewed and discussed the submission from management to transfer Reserve Funds to BIA's 2025 operational budget.

It was suggested that the word "Miscellaneous" under the expenses for the Office Relocation project be changed to "Office Services"

Moved by: Vicky Culbert

Seconded by Anne Ferguson

That the BIA Board of Management approve the transfer from its Reserve Fund budget the amount of \$37,250 for allocation to the BIA's 2025 Operational budget to fund and complete board approved projects including office relocation and marketing and advertising project specific to the reconstruction of downtown Goderich as outlined in the expense breakdown provided.

Carried

6. NEW & GENERAL BUSINESS

No Discussion

7. NEXT MEETING

Board of Management Meeting Thursday July 10, 2025 at 5:30pm
Menesetung room

8. Adjournment

Moved by: John Thompson
Seconded by: Anne Ferguson

Carried



REPORT TO THE DOWNTOWN GODERICH BIA BOARD OF MANAGEMENT

Date: July 10, 2025

Prepared by: Dan Gall, BIA Manager

Subject: Opportunity for Funding through the Rural Ontario Development (ROD) Program

1. Purpose of this Report

To inform the Board of Management about the newly launched **Rural Ontario Development (ROD) Program**, recently announced by Minister Lisa Thompson, and to seek input from the Board regarding their level of interest and potential projects that the Goderich BIA may wish to pursue for funding consideration.

2. Background

Minister Lisa Thompson announced the launch of the **Rural Ontario Development (ROD) Program** last week at a press conference in Clinton, Ontario. This new program replaces the **Rural Economic Development (RED) Program**, offering **\$20 million in funding over two years** to support economic development in rural communities across Ontario.

3. Program Overview

Objective:

The ROD Program provides cost-share funding for projects that aim to:

- Address barriers to economic development
- Build capacity for economic growth
- Attract, retain, and expand businesses and jobs
- Strengthen regional economic partnerships
- Develop and retain a skilled workforce
- Transform local assets to stimulate economic impact

Eligible Applicants Include:

- Municipalities
- Not-for-profit organizations
- Indigenous communities or organizations
- Local services boards
- Small businesses (1–20 employees)

4. Funding Streams Summary

Stream	Purpose	Funding Available	Cost-Share
Strategies and Plans	Develop strategic plans (e.g. ED strategies, CIP, feasibility)	Up to \$50,000	50%
Economic Diversification & Competitiveness	Implement existing strategies (e.g. downtown revitalization, BR+E)	Up to \$150,000	50%
Capacity Building Events	Training, conferences, skill-building for economic development	Up to \$10,000	35%
Workforce Development	Attract/retain workforce, support training & apprenticeships	Up to \$150,000	50%
Community Infrastructure Enhancements (Small Projects)	Streetscaping, beautification, signage, small capital projects	Up to \$25,000	35%
Community Infrastructure Enhancements (Large Projects)	Major upgrades to key cultural or economic assets	Up to \$250,000	35%

5. Examples of Eligible Projects Relevant to BIA

- Downtown beautification (e.g. murals, lighting, banners, trees, public art)
 - Wayfinding signage installation
 - Events focused on downtown revitalization strategies
 - Development or implementation of a Goderich Downtown Revitalization Plan
 - Collaborative workforce attraction marketing campaign
 - Creating a business succession or mentorship program
 - Tourism asset rehabilitation (e.g. historical site upgrades)
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6. Next Steps

To proceed, the Goderich BIA Board is asked to:

1. **Discuss and indicate interest** in pursuing funding through the ROD Program.
2. **Identify priority projects or ideas** that align with the funding streams.
3. **Consider potential partnerships** (e.g. with the Town of Goderich or local organizations) to strengthen the application.

4. **Appoint a small working group** or staff lead to explore application development and timeline.

Application Process:

This is a **competitive, application-based program**. Detailed guidelines and application forms are to be reviewed thoroughly prior to submission.

7. Recommendation

It is recommended that the Board of Management discuss this opportunity and provide direction on:

- Whether to proceed with an application to the ROD Program
 - Which funding stream(s) and project ideas are of most interest
 - Who should lead next steps in preparing a potential application
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Prepared by:

Dan Gall
Manager
Downtown Goderich BIA

Starter Company Plus, 2025 Intake Opens July 1

Huron County, Ontario – Aspiring and established small business owners in Huron County are invited to apply for the 2025 intake of the Starter Company Plus program, opening July 1, 2025. Offered through the County of Huron's Business Centre, this program equips entrepreneurs with training, mentorship, and coaching to help them launch, grow, or purchase a small business. Participants also have a chance to receive a grant of up to \$5,000.

"This program offers practical, hands-on support to help people build strong foundations for their business," says Vicki Lass, Director of Economic Development for the County of Huron. "It's an opportunity for entrepreneurs to take meaningful steps forward in their business journey."

Starter Company Plus is a competitive program that draws strong interest each year. To be considered, interested entrepreneurs must submit a completed intake form by 4:00 p.m. on July 31, 2025. Applicants will be invited to a brief interview, and successful candidates will be notified by mid-August.

The program's training and support components will run from September to November 2025, offering sessions on business planning, financial forecasting, marketing, and more. Participants will also receive one-on-one business coaching and mentorship.

"Past participants have highly valued the hands-on approach, expert guidance, and accountability that the Starter Company Plus program offers," says Brittany Wise, Manager of the Huron Business Centre.

To qualify for grant consideration, participants must complete a Business Plan Package, which includes a business plan, detailed cash flow projections, SWOT analysis, and other key planning tools. As part of the final stage, they will deliver a 10-minute pitch to an external Grant Review Committee for a chance to receive a grant of up to \$5,000.

Delivered by the County of Huron, in partnership with the Province of Ontario, Starter Company Plus is designed to meet local economic development needs and

may emphasize specific industries or sectors. The program welcomes entrepreneurs of all ages and stages, offering support tailored to their business goals.

To learn more about the program, eligibility requirements, and how to apply, visit www.HuronCounty.ca/economic-development or contact the Huron Business Centre at 519.524.8394 ext. 6.

BIA Manager Report

To: BIA Board of Management

From: Dan Gall, BIA Manager

Date: July 10, 2025

June 2025 Activities Summary

1. Construction Updates

- Attended weekly construction meetings to review progress and scheduling.
- Meetings are well-attended, with the Community Liaison facilitating discussions and developing weekly communications.
- BIA continues to incorporate relevant updates into the **“Digging in the Dirt”** newsletter to align with the Town’s messaging.

2. Communications

- **Downtown Parking Concerns:** Submitted a letter to the Mayor (as requested by the Board) to elevate awareness of ongoing parking challenges. This issue will be brought forward to Council for further discussion.
- **Side Street Maintenance:** Received a complaint regarding weed overgrowth on side streets. Following up with the Town to address the concern.
- **Sidewalk Painting Expansion:** Due to the success of the Square’s sidewalk painting initiative, inquiries are being made about extending the program to side streets.

3. Events & Engagement

- **Municipal Roundtable (Clinton):** Attended to discuss the **“Red Chair”** promotion and town mural projects.
- **Rural Ontario Development Press Conference:** Participated in the announcement of the Ontario government’s \$20M funding initiative (details included in the meeting package).

- **BIA Open House:** Hosted a meet-and-greet with the Mayor, Construction Community Liaison, Board directors, and business owners. The event provided networking opportunities and allowed the BIA to share updates with members.

4. Administrative Updates

Office Relocation: Successfully moved the BIA office from the former Tourism building to **39 West Street**, with support from the BIA Chair and the Town's Facilities Department. The transition was smooth and efficient.

Prepared by: Dan Gall, BIA Manager