

## Downtown Tillsonburg Business Improvement Area AGENDA

Board of Management meeting - Wednesday, May 22nd, 2024

7:30 AM 10-164 Broadway, Tillsonburg

Web link - <https://us02web.zoom.us/j/4147170612>

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### **1. Call to Order**

### **2. Adoption of Agenda**

Moved by: A. Biggar

Seconded By: W. Cameron

THAT the agenda for the Board meeting of May 22<sup>nd</sup>, 2024, be approved.

### **3. Disclosure of Pecuniary Interest and the General Nature Thereof**

### **4. Delegations**

Lieutenant Drew Young, Salvation Army – Tillsonburg, ON

147 Broadway – Salvation Army drop-in centre

Moved by: E Odorjan

Seconded by: A. Biggar

THAT the presentation by Lieutenant Drew Young, Salvation Army – Tillsonburg, be received as information.

### **5. Closed Session**

THAT the BIA Board of Management moves into Closed Session for the purposes of discussing:

239 (2) (a) The security of the property of the municipality – BIA office:  
Site assessment + risk management.

239 (2) (b) Personal matters about identifiable individuals, including local board employees.

Board member(s).

239 (2) (f) Advice that is subject to solicitor-client privilege, including communications necessary for that purpose.

Correspondence.

239 (3) (a) Requests under the *Municipal Freedom of Information and Protection of Privacy Act*:

Town of Tillsonburg

239 (3.1) Education and training of the members:

*Municipal Freedom of Information and Protection of Privacy Act*

## **6. Adoption of Board Minutes of Previous Meeting**

Moved By: C. Heutinck

Seconded By: M. Bossy

THAT the minutes as prepared for the Board of Management meeting of April 24<sup>h</sup>, 2024, be approved.

## **7. Presentations**

## **8. Public Meetings**

## **9. Planning Reports**

## **10. Deputation(s) on Committee Reports**

## **11. Information Items**

## **12. Staff Reports**

## **12.1 Executive Director**

### **12.1.1 ED 24-05-01 Strategic Plan Development**

Moved by: H. Vallee

Seconded By: E Odorjan

THAT the report titled ED 24-05-01 Strategic Plan Development be received as information and that the recommendations contained therein be adopted.

### **12.1.2 ED 24-05-02 Work plan update**

Moved by: J. Rhora

Seconded By: M. Bossy

THAT the report titled ED 24-05-02 Work plan update be received as information.

### **12.1.3 ED 24-05-03 Co-working space management**

Moved by: W. Cameron

Seconded By: J. Rhora

THAT the report titled ED 24-05-03 Co-working space management be received and that the recommendations contained therein be adopted.

## **12.2 Marketing and Events**

### **12.2.1 MKE 24-05-01 Marketing update**

Moved By: M. Bossy

Seconded By: M. Gleeson

THAT the report titled MKE 24-05-01 Marketing update be received as information.

**14. Economic Development**

**15. Finance**

**13.1.1 FIN 24-05-01 April 2024 and YTD 2024 financials**

Moved By: E. Odorjan

Seconded By: B. Thompson

THAT the report titled FIN 24-05-01 April 2024 and YTD financials be received as information.

**16. Human Resources**

**17. Governance**

**18. Consideration of Minutes**

**19. Motions/Notice of Motions**

**20. Resolutions/Resolutions Resulting from Closed Session**

**21. By-Laws/Resolutions**

**22. To Confirm Proceedings Resolution**

Moved By: B. Thompson

Seconded By: W. Cameron

THAT resolution 2024-005 to Confirm the Proceedings of the Board Meeting held on May 22nd, 2024, 2024, be read for a first, second, third and final reading and the Chair and Executive Director), hereby be authorized to sign the same, and place the corporate seal thereunto.

**22.1 Confirming Resolution 2024-005 – Meeting of May 22nd, 2024.**

**23. Items of Public Interest/Roundtable**

**24. Adjournment**

Moved By: J. Rhora

Seconded By: M. Gleeson

THAT the Board meeting of May 22<sup>nd</sup>, 2024, be adjourned at \_\_:\_\_.

# Downtown Tillsonburg Business Improvement Area

## MINUTES

Board of Management meeting - Wednesday, April 24<sup>th</sup>, 2024

7:30 AM 10-164 Broadway, Tillsonburg

Web link - <https://us02web.zoom.us/j/4147170612>

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### **1. Call to Order at 7:30 am by Chair Parsons**

#### **Quorum – 9/11 members present**

In person: B. Parsons, M. Gleeson, (left 8:20 a.m.), C. Heutinck, B. Thompson, M. Bossy, A. Biggar, H. Vallee, E. Odorjan (left 8:30 a.m.)

Virtual: J. Rhora

Absent: W. Cameron, M. Tedesco, C. Panschow (town liaison).

### **2. Closed Session**

### **3. Adoption of Agenda**

Moved by: A. Biggar

Seconded By: H. Vallee

THAT the amended agenda for the Board meeting of April 24<sup>th</sup>, 2024, be approved to include a planning application for 671 Broadway.

CARRIED

### **4. Disclosure of Pecuniary Interest and the General Nature Thereof**

NONE DECLARED

**5. Adoption of Board Minutes of Previous Meeting**

Moved By: C. Heutinck

Seconded By: M. Bossy

THAT the minutes as prepared for the Board of Management meeting of March 20<sup>th</sup>, 2024, be approved.

CARRIED

**6. Presentations**

**7. Public Meetings**

**8. Planning Reports**

**8.1.1 County Planning CP 24-04-01 Zone Change 671 Broadway**

Moved by: M. Bossy

Seconded by: B. Thompson

THAT the DTBIA Board of Management has no concerns with the zone change application to allow the operation of a daycare centre at municipal address 671 Broadway.

CARRIED

**9. Delegations**

**10. Deputation(s) on Committee Reports**

**11. Information Items**

**12. Staff Reports**

**12.1 Executive Director**

**12.1.1 ED 24-04-01 Public shelter policy development  
Proposed homeless drop-in centre**

Moved by: H. Vallee

Seconded By: E Odorjan

THAT the Board of Management of the Downtown Tillsonburg BIA does not support the opening a drop-in centre/unhoused shelter at 147 Broadway.

CARRIED

THAT report titled ED 24-04-01 Public shelter policy and development and homeless drop-in centre be received as information and that the recommendations, as amended, contained therein be adopted.

CARRIED

M. Bossy suggested that the ownership of the problem rests with the Town of Tillsonburg and not the BIA. The policy/resolution will be amended as per the discussion to ensure that the BIA does not “own” the problem. The ED will then forward the resolutions as decisions letters, to the Town of Tillsonburg Clerk’s Office.

**12.1.2            ED 24-04-02            Harvey Street – proposed project  
Streetscape improvements**

Moved by: J. Rhora

Seconded By: M. Bossy

THAT the report titled ED 24-04-02 Harvey Street proposed project be received and that the recommendations in the report be adopted including modifications to the proposed/recommended design, (deletion of concrete pads), and that a request be made to the Town of Tillsonburg for comment and final approval.

CARRIED

The board was concerned about loitering and the potential attraction of unwanted social behaviours and/or camping out. The PIC will dictate the outcome(s) of the final, approved design for installation. The seating will be adjusted and will not be a permanent installation predicated on board feedback and PIC commentary when that engagement is held. The ED reviewed the design elements to confirm that low rise perennials will be planted and that there will not necessarily be areas for the unhoused to

fashion as an encampment. Other comments included an ask for the redeployment of some assets from the Broadway Plaza to the Harvey Street area to reduce expenses for the purchase of new equipment and public realm elements. The board directed that the concrete pads be removed from the scope of work.

**12.1.3 ED 24-04-03 Executive Director work plan update**

Moved by: C. Heutinck

Seconded By: J. Rhora

THAT the report titled ED 24-04-03 work plan update be received.

CARRIED

The ED reviewed the requirements of the Canada Summer Job Service and reviewed the specific details of the program including recommendations on the process to fill the 4 placements. MERCs were approved at \$694 per position. These funds are specifically designated for employee costs such as uniforms, IT, personal protective equipment, etc.

Questions were asked about the context of the Public Safety Officer and what is both the purpose of and qualifications for same.

A question was asked about the public posting of these positions which are listed on both the Canada.ca summer Job board and Multi-Service Centre online job postings. It is indeed publicly posted commensurate with our approval and agreement.

The rollout of the gift card program will be intensive in terms of the onboarding, follow-up, and activation of the cards. The EMC reviewed the gift card program elements including window stickers for the merchants in response to board questions.

SmartBanking was discussed as to the benefits and approvals, as well as the efficiencies from being a more paperless system.

**12.2 Marketing and Events**

**12.2.1 MKE 24-04-01 Marketing update**



Moved By: M. Bossy

Seconded By: A. Biggar

THAT the report titled MKE 24-04-01 Marketing update be received as information.

CARRIED

The EMC reviewed the report. The board had some questions about the Salthill social media agreement. The “meet the owner” video series was discussed and the need was identified to tell the history of the town and impact of local businesses. The team committed to focusing on this in the future. A suggestion was made about a screen or medium to show vignettes or short videos on a loop. The ED indicated that a shift in hourly pay from ambassador supports towards marketing is paying dividends particularly with reference to media channel metrics that are increasing. New programs were reviewed including the Canada Day synthetic ice surface activation next to the pancake breakfast. Other future program planning includes Halloween.

### **12.3 Economic Development**

### **12.4 Finance**

#### **12.4.1 FIN 24-04-01 March 2024 and YTD 2024 financials**

Moved By: B. Thompson

Seconded By: C. Heutinck

THAT the report titled FIN 24-04-01 March 2024 and YTD financials be received.

CARRIED

M. Bossy asked if the government remittances were up to date. The ED confirmed that all remittances are automatically transmitted via ADP. The ED will bring a report back to the next board meeting regarding recommendations to further enhance revenues generated from the coworking space tenants.

- 12 Human Resources**
- 13. Governance**
- 14. Consideration of Minutes**
- 15. Motions/Notice of Motions**
- 16. Resolutions/Resolutions Resulting from Closed Session**
- 17. By-Laws/Resolutions**
- 18. To Confirm Proceedings Resolution**

Moved By: B. Thompson

Seconded By: C. Heutinck

THAT resolution 2024-004 to Confirm the Proceedings of the Board Meeting held on April 24<sup>th</sup>, 2024, be read for a first, second, third and final reading and the Chair and Executive Director), hereby be authorized to sign the same, and place the corporate seal thereunto.

CARRIED

- 18.1 Confirming Resolution 2024-005 – Meeting of May 22nd, 2024.**

- 19. Items of Public Interest/Roundtable**

- 20. Adjournment**

Moved By: J. Rhora

Seconded By: C. Heutinck

THAT the Board meeting of April 24<sup>th</sup>, 2024, be adjourned at 9:00 a.m.

CARRIED



Report ED 2024-05-01

EXECUTIVE DIRECTOR

Meeting date: 05/22/2024

## REPORT TO BOARD OF MANAGEMENT

### Strategic Plan development

To: Board of Management

From: Executive Director

#### RECOMMENDATIONS

- 1) That the board authorizes the creation of a sub-committee to commence work on a new strategic plan for the DTBIA.
- 2) That the sub-committee terms of reference, (TOR), as presented be adopted.
- 3) That the strategic plan be completed in advance of the adoption of the 2025 budget and business plans.
- 4) That a draft strategic plan be presented for consideration and adoption by the Board of Management no later than August 30<sup>th</sup>, 2024.

#### REPORT HIGHLIGHTS

- There is no current strategic plan document for the organization.
- Future annual operating plans need to be formulated following the creation of a board endorsed strategic plan.
- That feedback for formulation of the strategic plan includes consultations/PIC with:
  - BIA member businesses.
  - Members of Town Council.
  - Town of Tillsonburg staff.
  - Members of the public.
- Terms of reference:
  - That the committee uses in-house resources only and specifically, no contracting out of any project elements including the hiring of a consultant.
  - That the committee be comprised of the Executive Director, BIA staff as need for resource purposes, and at least 2 members of the Board of Management.
  - That the committee be authorized to research best practices of other downtown/placemaking organizations.
  - That the period of the draft plan be defined as 5-years - to cover October 1<sup>st</sup>, 2024, to September 30<sup>th</sup>, 2029.

- That at least one PIC, (public information centre), be conducted in the Tillsonburg Town Centre during the survey period. This to be scheduled no later than July 31<sup>st</sup>, 2024.
- That at least one DTBIA board member meeting be held to conduct a SWOT analysis of the status of the organization with the current board members.
- That one formal survey be sent to BIA members.
- That one formal survey be sent to the public.
- That the DTBIA social media channels be used to communicate project timelines, project elements, project survey(s), etc.

### **ACTIONABLE ITEM(S)**

As per the recommendations contained herein, that the timelines, project terms of reference – (TOR), and process elements be implemented commensurate with the adoption of the report.

Once approved by the Board of Management, that the sub-committee commences work forthwith, with a report outlining a list of steps and also a status report to be presented to the Board of Management at the regularly scheduled June board meeting.

A special board meeting will need to be scheduled at some point in August to review and approve the draft strategic plan in order to provide direction to the management team for timely inputs in the creation of the 2025 budget and business plans.

### **FINANCIAL IMPACT**

There is no financial impact from adoption of the recommendations.

## REPORT TO BOARD OF MANAGEMENT

### ED work plan update

To: Board of Management

From: Executive Director

### RECOMMENDATIONS

- 1) That the report be received as information.

### REPORT HIGHLIGHTS

- Olivia Taylor, grad student from Nipissing University has been onboarded as a 9-week funded placement through Canada Summer Job Service effective 16May2024. Olivia will be the designated office administrator with responsibilities to include additional delegated tasks including adherence to accounting/audit requirements, assisting with TurtleFest planning and operations including overall responsibility for the Block Party.
- Attendance at TDCC, ECDEV and Bridge Street Reimagination meetings – ongoing.
- Participated in the OBIAA annual conference at the Hilton – Mississauga Meadowvale.
- Received and thanked OBIAA members for the “award of merit” bestowed upon the DTBIA for our operational excellence.
- Attendance at MSC Job Fair meetings – ongoing – (event held for 01-May-24).
- Amendments to future business plans and tactics – ongoing including revisions to the 2025 assumptions is ongoing.
- Retrieved and installed the Stage 1 elements of the beautifications plan.
- Led the operational components of the TurtleFest Organizing Committee to includes 5 specific sub-committee meetings on the Block Party strategy, street layout and operations.
- Completed and submitted remaining items required to facilitate the implementation of SmartBanking technologies to improve financial management and oversight.

- Secured one new co-working tenant, Huron Farmworker’s Ministry, Anglican Diocese of London – 1 year signed co-working lease agreement to fill the vacant office suite #1 on the mezzanine office level. This new tenant will be operating a support centre for migrant farm workers including translation, mental health and government paperwork.

#### **WORK IN PROGRESS**

- The ED has undertaken a significant amount of research on best practices to be considered for implementation in the DTBIA moving forward.
- Preparations for the implementation of a sub-committee for the development of a new strategic plan document. The ED will be the main staff responsible for this work.
- Filling of remaining Canada Summer Job Service positions as per the terms and conditions of the signed agreement. The late notice received from the program director has meant a realignment of the start dates for these positions.
- Ongoing interviews with Employment Ontario fully funded job placements through the Tillsonburg Multi-Service Centre to improve operations. There are several candidates in the pipeline all of which would be 100% reimbursable wages except for the mandatory government remittances as required by Canadian law.
- Research and development of a report to be referred to the Board of Management for consideration of adoption with respect to an enhanced street patio program for the 2025 season.

#### **ACTIONABLE ITEMS**

- Management continues to oversee all financial transactions and course correct where necessary. The increased price of fuel will need to be monitored carefully.
- Implementation of SmartBanking EFT to facilitate management of the MICONEX gift card program and final rollout.
- Additional research and consideration for additional non-levy funding applications for the balance-of-year 2024 and into the 2025 fiscal year.
- Ensuring compliance with all grant applications, agreements, contract employees as per the Canada Summer Job Service and Employment Ontario programs as offered by the Tillsonburg Multi-Service Centre.

#### **FINANCIAL IMPACT**

The work plan update has no defined financial impacts other than to ensure that the funding commitments, agreements, contracts, and other program requirements are all met so that the funding flows back to the DTBIA to ensure attainment of our budgetary objectives and obligations.



Report ED 2024-05-03

EXECUTIVE DIRECTOR

Meeting date: 05/22/2024

## REPORT TO BOARD OF MANAGEMENT

### Co-working space management

To: Board of Management

From: Executive Director

#### RECOMMENDATIONS

- 1) That the report is received as information and that the recommendations contained therein be adopted.
- 2) That the board of management authorizes the Executive Director to implement revised co-working agreements with new and existing tenants.
- 3) That the co-working space arrangements be included and reviewed as part of the Strategic Plan being developed for the next 5-year period.

#### REPORT HIGHLIGHTS

- The co-working space has been a successful tool in building traffic to and from the downtown area and specifically the Tillsonburg Town Centre.
- Salthill Capital continues to be incredibly supportive with below-market rental rates per square foot vs. what is available in the downtown core area. The internal sets of two staircases renders the space as “difficult to rent” in most instances.
- There continues to be robust demand for small, all-inclusive micro-office spaces to incubate diverse types of businesses from the nonretail sector.
- The intent of the initial agreements was to structure a cost-effective entry into the marketplace and that the rates would increase over time for those co-working tenants who wish to stay for a longer defined period.
- Co-working tenant income covers all of office expenses including annual rent, utilities and office internet service; which provided exceptional value to the BIA membership.
- The barbershop has expanded from 1 barber to 3 barbers and the traffic has essentially tripled since 2022.
- The co-working tenant roster drives a constructive interaction that increases awareness to and about BIA operations including more demonstrated involvement with the community.

## **ACTIONABLE ITEM(S)**

As per the recommendations contained herein, that the Executive Director be authorized to negotiate new co-working agreements with both existing and new tenants.

- All co-working monthly fees are as follows with both existing and proposed new monthly fees where applicable:
  - **Unit 1** – ground level – from \$260/month to \$300/month.
  - **Unit 2** – upper level – from \$500/month to \$750/month – June 1<sup>st</sup>, then to \$1,000/month for the remainder of 2024.
  - **Unit 3** – mezzanine level, currently vacant – from \$95/month to \$260/month, (new tenant with 1-year term – Huron Farmworker’s Ministry).
  - **Unit 4** – mezzanine level – from \$136/month to \$175/month.
  - **Unit 5** – mezzanine level - \$250/month, no change, no windows, noise from Bell.
  - **Unit 6** - mezzanine level – currently no income and will either transition to the ED office or the tenant from Unit 5 will be moving to this unit at \$75/month as it is the smallest office in the co-working space.

That the Executive Direction monitor the satisfaction and operations of the co-working tenants in the spirit of continuous improvement and to report to the board on a regular basis.

That the Executive Director continue to work with Salthill Capital on further development of additional co-working tenants to include additional vacant space in the upper floor of the Tillsonburg Town Centre and report same back to the Board of Management with potential for a report and recommendation for approval.

\*Note – the assumptions include co-working agreement with the new financial terms.

## **FINANCIAL IMPACT**

The implementation of new co-working agreements will enhance the annual revenues in balance of year 2024 by approximately 25% vs prior year, and 33% in 2025.

\*Note – assumptions include that no space will be vacant.



**MKE 24-05-01**

## **Marketing Recap**

In 2024, our goal is to enhance community connection by blending the richness of the past with a forward-looking approach, emphasizing both *history and heritage* alongside *innovation and progress*. Please refer to the vision outlined below.

### **“Urban Renaissance 2024”: Embrace the Past, Elevate the Future**

Description: This vision focuses on celebrating the rich history and heritage of the downtown area while simultaneously embracing innovation and progress. Marketing efforts will highlight the charm of historical architecture, local landmarks, and cultural heritage, combined with modern developments and technological advancements. The message aims to attract both traditionalists and forward-thinkers, positioning the downtown area as a vibrant hub where the best of the past and the future coexist.

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## **April Marketing Update**

### **Update on New Website**

I am pleased to inform you that our new website will be accessible starting May 18. Over the past few months, we have been working diligently with our web design and tech team to bring this project to fruition. The new site has been crafted with the needs of our community in mind, offering a user-friendly interface and enhanced features that we are confident will provide an improved online experience. We believe this upgrade will significantly benefit our stakeholders by providing easier access to information and services.

### **Update on Digital Marketing and Activations Coordinator running TTC Social Media Platforms**

Our objective moving forward is to implement a new community-focused social media strategy for the Tillsonburg Town Centre, enhancing engagement between shoppers and store staff, and increasing foot traffic to the mall as a central hub in the downtown area.

Meeting Recap with Roselyn, Director, Brand Strategy & Marketing (May 14):

Discussion Points:

- Shift focus from predominantly sales-driven content to community-centric content.
- Emphasize events and activations to engage the local community.
- Balance content with a fair share of sales-focused posts.

#### Action Plan:

1. Community Engagement:
  - Store Staff Highlights: Create and post content featuring interviews, behind-the-scenes, and stories about store staff to foster a personal connection with shoppers.
  - Customer Spotlights: Share stories and experiences from regular customers to build a sense of community.
2. Event Promotion:
  - Regular Events: Promote a calendar of regular events such as live music and workshops - to be updated in partnership with the Director of Marketing & Strategy.
  - Special Activations: Advertise the unique activations that tie into holidays, local festivals, or seasonal events to draw in different demographics. Including pop-ups
3. Sales and Promotions:
  - Balanced Content: Strategically mix promotional posts with community and event-related content to maintain sales focus without overwhelming followers.
  - Exclusive Offers: Use social media to offer exclusive promotions or early access deals to followers to encourage online engagement and in-store visits.

#### Goals:

- Increase Foot Traffic: Draw more shoppers to the Tillsonburg Town Centre, positioning it as a central hub in the downtown area.
- Build Community: Create a stronger sense of community among shoppers and store staff.
- Enhance Engagement: Improve social media engagement metrics through more interactive and relatable content.

This new strategy aims to leverage the TTC's social media platforms to create a vibrant and connected community, ultimately driving more foot traffic and establishing the mall as a key destination in the downtown area.

#### **Mothers Day**

We are thrilled with the success of our Mother's Day activation at the Tillsonburg Town Centre. The BIA distributed 277 carnations to community members, and all flowers were handed out within the first two hours of setup. The activation was extremely well received, bringing joy and smiles to many faces in our community. This positive response highlights the effectiveness of our community-focused initiatives and reinforces the importance of engaging directly with the public.

#### **BIA Community Outings / Behind the Scenes**

From April 18 to May 1, our team attended the OBIAA Conference, gaining valuable insights and making meaningful connections. During the conference, we had the opportunity to tour the Port Credit BIA, where we explored a variety of shops, restaurants, and their BIA office location. We also visited Kerr Village BIA, engaging in discussions about event space, community events, board practices, and exploring unique small businesses.

Throughout the conference, we participated in numerous sessions covering a wide range of topics, including marketing and promotions, economic development, leadership and management, and public realm initiatives. We were inspired by keynote speakers and took advantage of extensive networking opportunities with colleagues from across the province.

We are proud to announce that we won an Award of Merit in Operations for our innovative approach to creatively building our budget. Additionally, our Executive Director, Mark Renaud, shared his expertise with BIAs across Ontario, presenting the ins and outs of our passion project. This conference has provided us with invaluable knowledge and connections that will greatly benefit our community initiatives moving forward.



**OBIAA**<sup>TM</sup>

## Digital Campaigns

### Food: A Universal Language

*Food: A Universal Language* is a digital marketing campaign focused on highlighting privately owned and hidden gem restaurants in the core. The idea behind the campaign is to shine light on the diversity of culture in our small town through a language everyone can speak: food. Secondly, the campaign aims to minimize the mindset that there are not enough food options in the core.



Performance:

Each video has received the most engagements in the last 28 days: comments, likes, and shares.

- Each video has received over 1.5k reach
- Gained +10 followers on Instagram and Facebook
- Direct impact in the amount of visitors into the businesses
- Insights since the beginning of the campaign raised 165.4%
- Impressions raised to 29.5k people (the amount of people who saw Downtown Tillsonburg posts)

*Campaign is on-going*

### Flipside - Update /New Account

The Flipside feature did not perform as expected, leading Instagram to remove it from their platform. In response, we will pivot our strategy to continue effectively communicating with our members. We plan to create a dedicated membership Instagram account, which will allow us to provide timely updates, exclusive content, and important information directly to our members, ensuring continued engagement and support.

## Upcoming Events and Campaigns

**Fathers Day** - Marking the launch of our new Downtown Tillsonburg Gift Card, we are excited to bring forward a special activation for the BIA tent at TurtleFest this year. The marketing department will be hosting a gift card giveaway exclusively for fathers, soon-to-be dads, and all those who embody the spirit of fatherhood.

**Canada Day** - In support of the Tillsonburg Station Arts Centre’s pancake breakfast, we will be enhancing the celebration by bringing in a synthetic ice rink for an outdoor family skate. This initiative is generously sponsored by Nova Mutual, WD Accounting, and Bossy Baggy Group. We are actively seeking a few additional sponsors to further support the event.

**TurtleFest - June 14th + 15th**

- TurtleFest posters, VIP tickets, website and radio ads have been edited and or created by BIA Marketing staff and sent off to artist agencies for approval.
  - Announcement of Country 107.3 stage lineup will commence shortly after approval
- The Deadline for vendors has closed with around 70 participating vendors (only 46 in 2023).
- The search for volunteers continues - we are in need of 10-15 individuals to fill the various shifts (set-up, grounds maintenance, and rear down).

**Local Festivals Cont’d.**

**Halloweekend + Christmas 2024**

Planning and discussion regarding the upcoming Halloween and Christmas festivities are well underway. In partnership with the Tillsonburg Town Centre we hope to utilize their facilities as much as possible for event and activation space.

Some new ideas for the Holidays include;

Halloween	Christmas
Spooky Story Trail	Friday Night Movies Nights “Festive Flicks Friday”
Photo Booth	Christmas Workshops (Wreath making, Ornament making, Card making, Gingerbread decorating evening)
Vendors	Contact Tourism Oxford to Light Up Downtown Tillsonburg and tie the bow between Simcoe and Ingersoll. <ul style="list-style-type: none"> <li>◦ Window light displays, Christmas flower pot displays, pole lighting, tree lighting, etc.</li> <li>◦ Wooden festive art</li> </ul>
Fortune Telling Booth/Tarot Card Reading	
Potion making booth - drinks?	
Candy guessing game? ie. candy corn	

## **Additional Initiatives**

### **Downtown Tillsonburg Gift Card - Update**

We are gearing up for the launch of the Downtown Tillsonburg Gift Card program on June 15th. So far, we have successfully onboarded 12 businesses. We are actively working with the Tillsonburg Town Centre to onboard all of their tenants to the program. We have a scheduled meeting with Miconex next week to discuss the next steps for the program rollout and ensure a smooth launch. We are excited about the positive response from local businesses and look forward to a successful launch.



***Thank you Board Members for your continuous hard work, contributions and dedication to the betterment of Downtown Tillsonburg.***



Report FIN 2024-05-01

EXECUTIVE DIRECTOR

Meeting date: 05/22/2024

**REPORT TO BOARD OF MANAGEMENT**

**April 2024 and YTD 2024 financial update**

To: Board of Management

From: Executive Director

**RECOMMENDATION**

- 1) That the report be received as information.

**REPORT HIGHLIGHTS**

Program revenues for April and YTD are below budget largely due to timing of program incomes such as external labour funding, reimbursements for the capital plan and timing of donation revenues.

The following summary outlines a \*pro-rating of budgeted amounts vs. **actual** recorded results in QuickBooks.

\*Prorating of the annual budget represents 12 months divided by 12, times 4.

Program expense analysis YTD:

**2024 budget: \$151,307 2024 expenses: \$97,673 Favourable variance of: \$53,634**

Program revenue analysis YTD:

**2024 budget: \$151,307 2024 revenues: \$103,257 Unfavourable variance of \$48,050**

Spending analysis - one April exception:

- Miller Thomson LLP, 3<sup>rd</sup> legal invoice \$5,489 (unplanned 2024 expense)
  - o To be recovered as an extraordinary, one-time item in 2025 budget.
  - o Cheque was cashed and there are no unpaid fees with respect to the HR investigation.

Overall revenue YTD is lower than 2023. The board may recall the LED fundraising campaign in Q1 of 2023 which generated significant funds towards the cost of the new phase one pole assets. YTD revenues are lower than 2023 by \$5,942 – largely driven by a decline in donation revenues as per above.

Typically, the first 4 months of BIA activities are muted due to seasonality and timing of program deployment including the summer marketing and beautification programs.

**April 2024 – Net profit of +\$554:**

- There were no debt payment(s).
- The budget contains an allocation for conferences. The OBIAA conference fees of \$1,996 were recorded and paid as an expense in April. The cost of hotels was managed and minimized to one night only for the 4-day conference – the remainder of the conference, the team commuted to the events on Sunday, Tuesday, and Wednesday.
- Labour costs continue to be lower than the prior year comparable period.
- Unplanned legal expenses as explained above, in the amount of \$5,489.
- Co-working tenant income is higher than previous year with adjusted fees being implemented since January 1<sup>st</sup>, 2024. There is further discussion of this revenue source in this report as per direction of the Board of Management at the April Board of Management meeting including a separate report for consideration by the Board of Management elsewhere on the May 22<sup>nd</sup> agenda.

**2024 YTD - Net profit is +\$5,583.43:**

There were minimal capital expenditures to April 30<sup>th</sup>.

Cash-flow item: FY2023's public sector rebate was received from the Town of Tillsonburg – 10May24 in the amount of \$18,694.77.

Higher marketing expenses that were recorded YTD reflect an increase in activities including the successful Pub Shammy event. Please refer to the marketing report for details. Some of the marketing expenses are recoverable through chargeback(s) to Tillsonburg Town Centre for joint events. There are specific activities whereas the costs are split equally between the parties.

There are cash outlays which are recoverable on a regular basis.

The wage subsidy program cheques and EFTs are recorded when received. Outstanding receivables as of April 30<sup>th</sup>, 2024, are approximately \$9,000.



**Disclosure:**

***Management is of the opinion that there are no outstanding receivables that are uncollectible.***

**ACTIONABLE ITEMS**

Cost savings initiatives continue to be pursued. Future spending will be reduced as follows due to favourable attainment of various capital assets and/or reduction in expenses related to prior board direction(s):

- Remove concrete pads for Harvey Street – estimated savings of \$10,000;
- Purchase of large-format HP730 printer from The Station Arts Centre:
  - o Includes 3 x 150 ft rolls of premium paper.
  - o Printer stand.
  - o Ancillary cables and replacement parts.
  - o Savings to capital budget: +/- \$2,300 (including supplies).
  - o Savings to operating budget: \$440 for paper + ink.
  - o Net cost to the DTBIA is \$500 with no HST.
- The capital plan will be altered and/or adjusted by lowering expenses to facilitate attainment of full-year budgeted results. Management is very sensitive to ensuring that our commitments are being met including all financial targets.
- Management expects hourly labour costs to have a higher rate of recovery through wage subsidy programs coupled with a reduction of on-street labour costs through scheduling efficiencies and an improvement with the quality of the team member.
- Implementation of further co-working tenant fee increases commensurate with experienced costs such as utilities, operating supplies, etc.; as provided during the normal course of business. For example, the cost of fibre unlimited internet, will be factored into the monthly fee increases. Also, the barber shop now has three income-producing individuals, and the new proposed fees will reflect the throughput of the business and the maturation of the business activity. It was always intended that any co-working tenant would pay more over time as a way of incubating a successful, sustainable, and longer-term contributor to the downtown economy.
- A gently used, essentially brand-new MacBook laptop asset will be procured at an approximate \$877 discount vs. that which is available in the marketplace including from any Apple reseller. Such recent price for a MacBook Pro 13" with 8GB at Walmart.ca is \$1,776.97 as of May 15<sup>th</sup>, 2024.

## **EXTERNAL FUNDING UPDATE**

The board may recall that we were successful with our Canada Summer Job Service application. For the first time, the program approved funding of MERC's, "mandatory employment related costs".

To this end, this allocation will reduce the net financial impact and are outlined as follows:

- Capital – purchase of IT assets such as a MacBook Pro 13" which was already allocated in the approved budget and assumptions.
- Operating/cost of employee PPE – all items necessary for performance for each of the 4 funded positions for the period covering 22APR2024 to 31AUG2024.
- The total MERC allocation towards approved costs for the SJS 2024 program is \$2,776 whereas the approved financial plan assumed a zero revenue allocation for these.

## **OUTLOOK**

The town sent some outstanding invoices from 2021 and 2022 for T-GO and Discover Tillsonburg advertising which were not billed prior. These will be processed for payment on or about June 1<sup>st</sup>, 2024, and are non-recurring. These total \$1,727.

There are also donations pending that are subject to receipt; which are variable with timing. These will include further LED light campaign commitments, beautifications contributions from Tillsonburg Horticultural Society and ongoing sponsorship income which is billed and staggered throughout the calendar year for the BIA work truck and other BIA properties, products, and campaigns.

## **FINANCIAL IMPACT**

Overall, there are positive budgetary impacts as articulated. The full value of savings will be determined as the year progresses.

Management expects that the unforeseen costs impact of the 3<sup>rd</sup> legal fee invoice from Miller Thomson LLP; the outstanding invoices from the Town of Tillsonburg; etc. will be more than offset by the favourable costs savings from capital asset purchases in balance-of-year 2024.

# Downtown Tillsonburg BIA

## Profit and Loss

April 2024

	TOTAL		
	APR. 2024	APR. 2023 (PY)	CHANGE
<b>INCOME</b>			
4055 MOU Income from Town of Tillsonburg	3,093.25	3,002.59	90.66
4800 Sales	4,855.83	1,500.00	3,355.83
<b>REVENUE</b>			
4005 BIA LEVY			
4100 Taxes - regular	18,456.08	13,911.67	4,544.41
<b>Total 4005 BIA LEVY</b>	<b>18,456.08</b>	<b>13,911.67</b>	<b>4,544.41</b>
4215 Wage Subsidy	441.00	1,377.00	-936.00
4395 Office rental income	1,145.60	721.20	424.40
4450 Interest Income	6.28	66.17	-59.89
4750 Urban Design - FIP Program		2,916.67	-2,916.67
<b>Total REVENUE</b>	<b>20,048.96</b>	<b>18,992.71</b>	<b>1,056.25</b>
<b>Total Income</b>	<b>\$27,998.04</b>	<b>\$23,495.30</b>	<b>\$4,502.74</b>
<b>GROSS PROFIT</b>	<b>\$27,998.04</b>	<b>\$23,495.30</b>	<b>\$4,502.74</b>
<b>EXPENSES</b>			
<b>BEAUTIFICATIONS</b>			
5550 Keep Downtown Beautiful	0.00		0.00
5750 Facade Improvement		1,864.03	-1,864.03
<b>Total BEAUTIFICATIONS</b>	<b>0.00</b>	<b>1,864.03</b>	<b>-1,864.03</b>
<b>MARKETING/PROMOTION</b>			
6100 Office/Meeting exp/Sundry/Phone	592.22		592.22
6200 General Advertising	467.77		467.77
6305 Marketing and Events		2,270.34	-2,270.34
6320 Marketing Miscellaneous	317.10		317.10
6350 Seasonal Promotions	181.83		181.83
6600 Block Party Turtlefest		0.00	0.00
<b>Total MARKETING/PROMOTION</b>	<b>1,558.92</b>	<b>2,270.34</b>	<b>-711.42</b>
<b>OPERATIONS</b>			
<b>7000 COST OF LABOUR</b>			
7150 Executive Director	4,664.00	4,400.00	264.00
7160 Events & Marketing Co-ordinator	3,200.00	3,076.92	123.08
7170 Hourly Part Time Staff	4,514.48	5,908.16	-1,393.68
7222 EI	296.10	307.94	-11.84
7223 CPP	616.93	642.49	-25.56
7224 WSIB		110.45	-110.45
7226 Benefits - Health & Dental	483.65	325.57	158.08
7455 ADP Payroll Service	193.96	109.12	84.84
<b>Total 7000 COST OF LABOUR</b>	<b>13,969.12</b>	<b>14,880.65</b>	<b>-911.53</b>
7005 Bank and other Interest		68.08	-68.08
7200 Accounting	250.00	253.96	-3.96
7235 Maintenance supplies	479.80	81.68	398.12
7240 Office Utilities	327.25	445.32	-118.07
7260 Office Supplies/Equipment		96.96	-96.96
7270 Membership fees, dues & subscriptions	635.56		635.56

# Downtown Tillsonburg BIA

## Profit and Loss

April 2024

	TOTAL		
	APR. 2024	APR. 2023 (PY)	CHANGE
7275 AGM & Other Meetings	1,996.21	345.46	1,650.75
7280 IT & Phone	220.94	133.93	87.01
7350 HST Expense	138.21		138.21
7450 Office Expense	424.77	222.18	202.59
7460 Telephone Expense	90.47	93.66	-3.19
7550 Professional Fees	5,489.00		5,489.00
7600 Software Expenses	15.00	612.25	-597.25
7650 Rent	1,015.82	1,000.00	15.82
<b>VEHICLE EXPENSES</b>			
7110 Vehicle Operating Costs	166.76	429.93	-263.17
7120 Vehicle Lease	665.81		665.81
<b>Total VEHICLE EXPENSES</b>	<b>832.57</b>	<b>429.93</b>	<b>402.64</b>
<b>Total OPERATIONS</b>	<b>25,884.72</b>	<b>18,664.06</b>	<b>7,220.66</b>
<b>Total Expenses</b>	<b>\$27,443.64</b>	<b>\$22,798.43</b>	<b>\$4,645.21</b>
<b>PROFIT</b>	<b>\$554.40</b>	<b>\$696.87</b>	<b>\$ -142.47</b>

# Downtown Tillsonburg BIA

## Profit and Loss

January - April, 2024

	TOTAL		
	JAN - APR., 2024	JAN - APR., 2023 (PY)	CHANGE
<b>INCOME</b>			
4055 MOU Income from Town of Tillsonburg	12,439.40	14,554.89	-2,115.49
4800 Sales	10,900.73	19,901.42	-9,000.69
4999 Uncategorized Income		2,482.47	-2,482.47
<b>REVENUE</b>			
4005 BIA LEVY			
4100 Taxes - regular	73,846.82	55,702.26	18,144.56
<b>Total 4005 BIA LEVY</b>	<b>73,846.82</b>	<b>55,702.26</b>	<b>18,144.56</b>
4215 Wage Subsidy	441.00	1,492.25	-1,051.25
4395 Office rental income	5,622.40	3,066.94	2,555.46
4450 Interest Income	6.28	332.29	-326.01
4750 Urban Design - FIP Program		11,666.68	-11,666.68
<b>Total REVENUE</b>	<b>79,916.50</b>	<b>72,260.42</b>	<b>7,656.08</b>
<b>Total Income</b>	<b>\$103,256.63</b>	<b>\$109,199.20</b>	<b>\$ -5,942.57</b>
<b>GROSS PROFIT</b>	<b>\$103,256.63</b>	<b>\$109,199.20</b>	<b>\$ -5,942.57</b>
<b>EXPENSES</b>			
8500 Capital Expenditures	485.44		485.44
<b>BEAUTIFICATIONS</b>			
5550 Keep Downtown Beautiful	0.00		0.00
5750 Facade Improvement		2,739.28	-2,739.28
<b>Total BEAUTIFICATIONS</b>	<b>590.08</b>	<b>2,739.28</b>	<b>-2,149.20</b>
<b>MARKETING/PROMOTION</b>			
6100 Office/Meeting exp/Sundry/Phone	592.22	908.91	-316.69
6200 General Advertising	1,310.74	211.43	1,099.31
6305 Marketing and Events	2,250.97	3,879.79	-1,628.82
6318 Marketing Production	89.90		89.90
6320 Marketing Miscellaneous	317.10		317.10
6350 Seasonal Promotions	1,805.11	13.75	1,791.36
6600 Block Party Turtlefest		0.00	0.00
<b>Total MARKETING/PROMOTION</b>	<b>6,366.04</b>	<b>5,013.88</b>	<b>1,352.16</b>
<b>OPERATIONS</b>			
<b>7000 COST OF LABOUR</b>			
7150 Executive Director	18,654.77	17,600.00	1,054.77
7160 Events & Marketing Co-ordinator	12,800.00	12,307.68	492.32
7170 Hourly Part Time Staff	16,056.98	15,498.79	558.19
7222 EI	1,112.61	970.10	142.51
7223 CPP	2,350.96	2,249.42	101.54
7224 WSIB		341.88	-341.88
7225 Retirement plan		3,080.00	-3,080.00
7226 Benefits - Health & Dental	1,552.64	865.49	687.15
7455 ADP Payroll Service	695.72	562.58	133.14
<b>Total 7000 COST OF LABOUR</b>	<b>53,223.68</b>	<b>53,475.94</b>	<b>-252.26</b>
7005 Bank and other Interest	35.00	410.23	-375.23
7011 AGM Meals, hall rental		213.96	-213.96

# Downtown Tillsonburg BIA

## Profit and Loss

January - April, 2024

	TOTAL		
	JAN - APR., 2024	JAN - APR., 2023 (PY)	CHANGE
7200 Accounting	1,000.00	812.67	187.33
7205 HST	0.00	0.31	-0.31
7235 Maintenance supplies	747.78	835.98	-88.20
7240 Office Utilities	1,232.92	1,760.30	-527.38
7260 Office Supplies/Equipment	-92.42	974.97	-1,067.39
7270 Membership fees, dues & subscriptions	1,092.68	4,036.93	-2,944.25
7275 AGM & Other Meetings	1,996.21	345.46	1,650.75
7280 IT & Phone	826.27	1,818.56	-992.29
7300 Debt Principal	9,779.62		9,779.62
7325 Debt Interest	1,049.81		1,049.81
7350 HST Expense	138.21	3.85	134.36
7450 Office Expense	1,235.40	985.51	249.89
7460 Telephone Expense	467.52	313.11	154.41
7550 Professional Fees	9,911.40	739.52	9,171.88
7600 Software Expenses	60.00	859.83	-799.83
7650 Rent	4,015.82	4,033.42	-17.60
VEHICLE EXPENSES			
7110 Vehicle Operating Costs	851.29	1,225.31	-374.02
7120 Vehicle Lease	2,660.45	1,994.64	665.81
<b>Total VEHICLE EXPENSES</b>	<b>3,511.74</b>	<b>3,219.95</b>	<b>291.79</b>
<b>Total OPERATIONS</b>	<b>90,231.64</b>	<b>74,840.50</b>	<b>15,391.14</b>
Purchases	0.00		0.00
<b>Total Expenses</b>	<b>\$97,673.20</b>	<b>\$82,593.66</b>	<b>\$15,079.54</b>
<b>PROFIT</b>	<b>\$5,583.43</b>	<b>\$26,605.54</b>	<b>\$ -21,022.11</b>