



## Downtown Tillsonburg Business Improvement Area

### AGENDA – OPEN SESSION

Board Meeting - Board of Management – May 27th, 2026

7:30 a.m. 10-164 Broadway, Tillsonburg Web link - <https://us02web.zoom.us/j/4147170612>

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#### 1. CALL TO ORDER – 7:30 a.m.

Members present:

Members on Zoom:

Members absent:

Staff present:

Town staff present:

#### 2. MOTION TO ADOPT THE AGENDA

Moved by: D. Tosto

Seconded by: B. Parsons

THAT the agenda as prepared for the Board of Management meeting of May 27<sup>th</sup>, 2026, hereby by adopted

#### 3. DISCLOSURE OF PECUNIARY INTEREST

#### 4. ADOPTION OF THE MINUTES

Moved by: B. Parsons

Seconded by: J. Young

THAT the minutes for the Board of Management meeting of April 29<sup>th</sup>, 2026, hereby by adopted.

#### 5. CLOSED SESSION

**6. PUBLIC MEETINGS**

**7. PLANNING REPORTS**

**7.1.1 51 BROCK ST. E. – BASEMENT CONVERSION TO RESIDENTIAL**

The County planner responded to the ED's email regarding the zoning for this property. It is not zoned for residential use, and it would be a precedent of allowing a residential unit in the basement and further without any greenspace, yard or defined amenity space of any kind.

Staff does recommend approval of the zone change/change of use.

**MOTION**

Moved by: W. Cameron

Seconded by: K. Englander

THAT the Board of Management of the Downtown Tillsonburg BIA hereby does not support the zone change and minor variance application for 51 Brock St. E. in the downtown/BIA zone in Tillsonburg.

**8. DELEGATIONS**

**9. DEPUTATION(S) ON COMMITTEE REPORTS**

**10. INFORMATION ITEMS**

**11. STAFF REPORTS**

**11.1 MARKETING AND EVENTS**

**11.1.1 MONTHLY MARKETING REPORT**

Please see the attached marketing report.

Metrics from our social media channels are continuing to exceed expectations. Tamara Cooper, the new Digital Marketing and Activations Coordinator is excelling at content with increased quality, better content and more relevancy with respect to celebrating member milestones such as anniversaries and special events.

The marketing team has largely been focused on preparations for the annual TurtleFest event.

## 11.2 TURTLEFEST MOU – 2026 ANNUAL CONTRACT

The board deferred approval of the TOC-presented MOU at the last meeting pending further discussion.

The board chair and ED have met on 3 occasions to discuss the matter including the necessary oversight required and also to eliminate duplication of paperwork and hence cost.

It is recommended that there be a financial payment plan at a fixed rate of \$10,000 for the 2026 event only. The requests by the TOC for additional reporting measures were not supported.

The ED will distribute the proposed agreement at the board meeting.

### **MOTION**

Moved by: \_\_\_\_\_ Seconded by: \_\_\_\_\_

THAT the Board of Management of the Downtown Tillsonburg BIA hereby approves the amended MOU between the DTBIA and TurtleFest Organizing Committee as follows:

Key points:

- 1) One fixed payment to the DTBIA from TOC of \$10,000 with no reimbursable expenses.
- 2) Reporting requirements – the DTBIA will provide detailed reports from the enterprise software for all TurtleFest financial transactions including an income and expense statement.
- 3) Overall responsibility for audit compliance rests with the DTBIA.

## 11.3 ECONOMIC DEVELOPMENT

The following new businesses are in planning, open and/or operating:

65 Broadway – Pilates studio in the former laundromat

163 Broadway – Nail and personal care salon

Second floor vacancy rate (commercial): No changes from the previous month.

Residential vacancy rate: 0.9% (London Street East under review) The rooming house located at 20 London Street East appears to be vacant. There are several vacant units at the 253 Broadway apartment complex. The construction and opening of the first Harvestview apartment building has drawn tenants away from the central core area.

The BIA continues to assist and participate with both existing, new and proposed businesses in the central business district/BIA zone.

Library traffic: April 2026 – decline of 6.7%:

- 2025: 6,970 people      - 2026: 6,504 people

Interac Corp. has indicated that restaurant transactions have declined 11% year over year, (Ontario market), for the past 3 consecutive weeks. Anecdotal feedback from the downtown restaurant community reveals mixed results with the chain-style locations performing better than the independents with very strong results in the Tillsonburg Town Centre including the newly refurbished Tim Horton's location.

## **11.4 FINANCE**

### **11.4.1 2025 AUDIT STATUS**

The team has submitted all required documentation for all preliminary requests as of May 22<sup>nd</sup>, 2026; which is ahead of last year by 3 months.

The process and procedure improvements implemented in 2025 have expedited completion of the requested samples and back-up documentation.

It is the goal and anticipated that the board will approve the draft financial statements at a special meeting in July 2026.

The internal audit staff consists of Michael Leighfield and Jo-Anne Beresford which have expedited completion of all requests.

The internal audit team will commence a review of the 2026 documentation to further improve the timeliness and reporting when the 2026 audit commences.

#### **11.4.2 APRIL 2026 FINANCIAL REPORT**

There was a small surplus for the April 2026 reporting period of \$2,769.63 which is adjusted for the TOC revenue and for timing of expenses. All expenses continue to be well controlled.

Revenues are tracking as per expectations. The team continues to review all cost centres for efficiency.

All entries in QBO are accompanied with back-up documentation.

TurtleFest revenues and expenses are tracked separately. The TOC will record a surplus for the 2026 festival year aided by strong cost controls, higher vendor revenues and significant in-kind contributions from Spectra Signs and My Broadcasting Company.

The debit/credit card terminal has been replaced due to IT issues and inability to accept Interac debit for payments. The new terminal was operational on Friday, May 15<sup>th</sup>.

#### **11.4.3 QUARTERLY LEVY PAYMENTS**

The Board Chair met with the town's finance team to review several items including the payment schedule for the quarterly levy.

An action item resulting from this meeting is for the board to pass a resolution requesting a change to payment timing which aids in the timely payment of BIA expenses.

A resolution is presented to the board for consideration and subsequent approval as follows:

#### **MOTION**

Moved by: E. Odorjan

Seconded by: J. Young

THAT the Board of Management of the Downtown Tillsonburg BIA, in the spirit of cooperation and financial efficiency, hereby request that the approved, annual budgeted levy amount for 2026 be paid monthly on a pro-rated basis – minus deductions for loan payments, town insurance and cell phone fees.

### **11.5 FAÇADE IMPROVEMENT PROGRAM**

There is no update.

### **11.6 COWORKING/BUSINESS INCUBATION UPDATE/OFFSITE STORAGE**

Staff continues to research options to consolidate storage into one facility closer to the downtown as well as consideration for financially responsible expansion of the coworking space to a second location.

All existing units are occupied.

All licensees are transitioning to the new licensee agreement as the leases come up for renewal.

### **11.7 TURTLEFEST**

The 2025 MOU expired in December 2025. A revised document requires board direction and subsequent approval(s).

The TOC has requested a fixed-price contract for the 2026 event, which is feasible due to positive external funding and would help to balance BIA resources.

Staff recommend the board consider this contract and discuss an overhaul of the TOC structure before planning of the 2027 event.

The BIA team recommends a fixed price contract of \$10,000, with no ancillary billing for fees or charges. Staff time and expenses are being closely tracked daily.

The board will recall that the following revenue items will offset staff time and wages as follows:

- 1) Approved Canada Summer Jobs grant – \$5,488.00 (one position) which is inclusive of MERC's – Mandatory Employment Related Costs.
- 2) MSC – Employment Ontario program grant – Digital Marketing and Activations Coordinator funding for TurtleFest – \$3,213.00

As discussed under the financial reporting; the TOC will record a surplus for the 2026 festival year due to strong cost controls, higher in-kind contributions which significantly reduced cash outflows and the remaining, unspent Experience Ontario monies from 2025.

### **MOTION**

Moved by: D. Tosto

Seconded by: K. Englander

THAT the BIA approves a fixed price contract of \$10,000\* for the 2026 festival with detailed tracking of time and expenses be submitted to the Board of Management at the end of the 2026 festival year.

\*Note: There will no further reimbursements of any kind.

## **11.8 OPERATIONS/MAINTENANCE**

Please see the attached report from the ED.

It is expected that due to social issues, the team will need to be vigilant with both deployment of the assets in addition to designating appropriate resources for cleanliness and sanitation.

## **11.9 HUMAN RESOURCES**

### **11.9.1 MANULIFE GROUP BENEFITS RENEWAL**

Manulife Group Benefits renewal: This coverage applies to FTE's only. The contract renews effective July 1<sup>st</sup>, 2026. There is a proposed rate increase of +4.3%. The 2025 renewal was a decrease from 2024 of -5.3%. The detailed document was sent to the HR Committee for review.

The renewed town insurance policy documents/certificate(s) and vehicle insurance slips were received the week of April 1st, 2026.

### **11.9.2 ONBOARDING OF SEASONAL TEAM MEMBERS**

With the approval of the Canada Summer Jobs grant and MSC funding, we will be onboarding staff to cover the associated contracts. Hunter Assel will join as a new ambassador as of June 15<sup>th</sup> for a 9-week placement.

Placements from these programs are typically contractual in nature and do not guarantee permanent placement however the added MOU funding from the Town of Tillsonburg has allocated additional team hours for the negative impacts for social issues. Management continues to align the schedules with both the incidents and severity of social issues with priority given to maintaining and safe, clean and healthy downtown environment.

**12. COMMUNITY**

The Rural Ontario Municipal Association, (ROMA), will be having their next board meeting in Tillsonburg which will also feature a downtown walking tour to be led by the ED and BIA team. The date is June 11<sup>th</sup>.

The “tourism hop” event which was to have been held in Downtown Tillsonburg has been cancelled due to low interest/engagement.

Due to the cathartic social impacts, the team was unable to attend the pop-up entrepreneurial event which was held earlier in May.

**13. ECONOMIC DEVELOPMENT COMMISSIONER – TOWN UPDATE**

The Development Commissioner will provide a monthly update to the Board of Management.

**14. GOVERNANCE**

**14.1.1 STRATEGIC PLAN UPDATE**

Research and analysis for the necessary elements of the strategic plan are underway. There will also be a need for a downtown master plan as well as streetscaping plan that will form essential components of the base governance plan well into the 2030's.

**14.1.2 RESIGNATION OF BIA BOARD MEMBER**

As previously reported to the board of management, BIA board member Brandon Thompson has resigned given that the True North cannabis store will be closing as of the end of May 2026. The board and BIA team thanks Brandon for all his efforts during the past 3 years.

The board will need to formally receive the resignation.

**MOTION**

Moved by: B. Parsons                      Seconded by: K. Englander

**THAT** the Board of Management of the Downtown Tillsonburg BIA  
        receives the resignation of Brandon Thompson.

**15. INFORMATION ITEMS**

**16. CONSIDERATION OF MINUTES**

**17. MOTIONS/NOTICE OF MOTIONS**

**18. RESOLUTIONS/RESOLUTIONS RESULTING FROM CLOSED  
SESSION**

**19. BY-LAWS/RESOLUTIONS**

**20. TO CONFIRM PROCEEDINGS RESOLUTION**

**MOTION**

Moved By: B. Parsons                      Seconded By: K. Englander

**THAT** resolution 2026-05-01 to Confirm the Proceedings of the Board  
        Meeting held on May 27<sup>th</sup>, 2026, 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.

**20.1 CONFIRMING RESOLUTION 2025-05-001**

**Meeting of 05/27/2026.**

**21. ITEMS OF PUBLIC INTEREST/ROUNDTABLE**

**22. ADJOURNMENT**

**MOTION**

Moved By: M. Tedesco                      Seconded By: W. Cameron

**THAT** the Board meeting of May 27<sup>th</sup>, 2026, hereby be adjourned at \_\_\_\_\_  
        a.m.

## Downtown Tillsonburg Business Improvement Area

### **MINUTES** – OPEN SESSION

Board Meeting - Board of Management – April 29<sup>th</sup>, 2026

7:30 a.m. 10-164 Broadway, Tillsonburg Web link - <https://us02web.zoom.us/j/4147170612>

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#### **1. CALL TO ORDER – 7:32 a.m. – QUORUM: Yes 5 of 9 members.**

Members present: M. Bossy, B. Parsons, D. Tosto, K. Englander

Members on Zoom: J. Young

Members absent: M. Tedesco, W. Cameron, B. Thompson, E. Odorjan

Staff present: M. Renaud

Town staff present: C. Panschow (left at 8:48 a.m.)

#### **2. MOTION TO ADOPT THE AGENDA**

Moved by: D. Tosto                      Seconded by: B. Parsons

THAT the agenda as prepared for the Board of Management meeting of April 29<sup>th</sup>, 2026, hereby by adopted.

CARRIED

#### **3. DISCLOSURE OF PECUNIARY INTEREST**

#### **4. ADOPTION OF THE MINUTES**

Moved by: D. Tosto                      Seconded by: J. Young

THAT the minutes for the Board of Management meeting of March 25<sup>th</sup>, 2026, hereby by adopted.

CARRIED

## 5. MOTION TO MOVE INTO CLOSED SESSION

Moved by: B. Parsons                      Seconded by: D. Tosto

That the Board of Management of the DTBIA moves into Closed Session for the purposes of discussing:

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

**Board member(s), BIA employees**

Discussion of HR matters:

- i) Staffing changes
- ii) Realignment of staffing resources
- iii) Staff performance update

CARRIED

The Board of Management resumed Open Session at 7:39 a.m.

## 7. PUBLIC MEETINGS

## 8. PLANNING REPORTS

### 8.1.1 121 CONCESSION STREET EAST, FORMER PEAVEY MART

The DTBIA received notice from the owner of the former Peavey Mart property known municipally as 121 Concession Street East. The proposed use of the site is to convert the single tenant building into a strip mall style development with the anchor being a liquidation-style retail outlet.

Staff recommends to the Board of Management that a letter of support be written to the developer regarding the proposals as the uses are complimentary to and are not competing with the downtown BIA zone.

After a detailed discussion; and amended resolution was put onto the floor for consideration by the members.

## **AMENDED MOTION**

Moved by: K. Englander

Seconded by: D. Tosto

THAT the Board of Management of the DTBIA hereby supports the redevelopment of the 121 Concession Street East former Peavey Mart location from box-style retail to a mixed-used strip mall with a liquidation-style retail store as the primary tenant of the development. This site is downtown adjacent; there are limited lands or properties in the existing C1-downtown commercial area that are available and this brings a large retail use immediately adjacent to the downtown area.

CARRIED

### **8.1.2 APPLICATIONS FOR OFFICIAL PLAN AMENDMENT AND ZONE CHANGE - OP 26-06-7 AND ZN 7-26-05 (C&A HAIGHT HOLDINGS INC.) 75 HALE STREET – TILLSONBURG – adjacent to BIA zone.**

The BIA received notice on April 10<sup>th</sup>, 2026, regarding the OPA and Zone Change for the property known municipally as 75 Hale Street, which is located just outside of the existing BIA zone, (to the west of Rolph Street).

The proposed development is an in-fill development that will see the addition of 16 rental apartments that are geared to seniors.

Staff recommends to the Board of Management that a positive resolution in support of the project be sent to town council and to County of Oxford planning department.

Increased density in the downtown core area is desirable with a direct benefit to the merchants and businesses in the BIA zone.

There was a detailed discussion about the impacts to the neighbourhood and questions regarding density, parking, sight lines blocking the existing multi-unit building and other concerns.

The board focused on the positive impacts to the downtown area as an in-fill development and increased customer base for our members businesses.

**MOTION**

Moved by: D. Tosto      Seconded by: K. Englander

THAT the Board of Management of the Downtown Tillsonburg BIA hereby supports the Official Plan Amendment and Zone Change for the property known municipally as 75 Hale Street, Tillsonburg.

CARRIED

**8.1.3 51 BROCK ST. E. – BASEMENT CONVERSION TO RESIDENTIAL**

The BIA received notice of an application for Zone Change and Official Plan Amendment whereas the former town office located at 55 Brock St. E., basement portion only, be converted to a residential dwelling.

The following concerns have been identified by BIA staff:

- Insufficient amenity space dedicated to residential use, including the absence of yard or any type of green area(s);
- A limited supply of office space along primary roads within the C1 commercial zone in this area of the downtown;
- A reduction in parking availability, which does not align with current town policies;
- Lack of pedestrian access from Brock Street;
- The potential for setting a precedent for similar developments with respect to other commercial properties within the C1 zone.

Staff does not recommend approval of this application primarily due to the precedent setting nature of a commercial unit being converted to a residential unit with no amenity or green space in addition to the precedent that this would set for other properties in the C1 zone.

Action item: The Board of Management directed staff to contact County of Oxford Planning staff to confirm existing zoning and uses permitted. The ED emailed Amy Hartley, County Planner; and is awaiting a response and further follow-up to provide information back to the Board of Management.

**MOTION**

Moved by: J. Young      Seconded by: D. Tosto

THAT the Board of Management of the Downtown Tillsonburg BIA does not support the Official Plan Amendment and Zone Change for the property known municipally as 51 Brock St. E., Tillsonburg.

DEFERRED (PENDING FURTHER INFORMATION)

- 9. DELEGATIONS**
- 10. DEPUTATION(S) ON COMMITTEE REPORTS**
- 11. INFORMATION ITEMS**
- 12. STAFF REPORTS**
  - 12.1 MARKETING AND EVENTS**

**12.1.1 MONTHLY MARKETING REPORT**

In the absence of the EMC, the ED will review the monthly report and metrics as well as give an update regarding the TurtleFest event.

There were no action items.

**12.2 ECONOMIC DEVELOPMENT**

The following metrics are updated as of April 20<sup>th</sup>, 2026:

Main floor vacancy rate (commercial): 1.7%

Second floor vacancy rate (commercial): 61.8%, significantly impacted by the upper level of the Tillsonburg Town Centre which is largely vacant as is the 2<sup>nd</sup> and 3<sup>rd</sup> floors of the lodge building; above the former Bennett Clothiers;

Residential vacancy rate: 0.5% (London Street East under review)

Downtown properties for sale or lease: Active interest with the remaining few properties. There is still no update or word on the former Bennett Clothiers property. The landlord of the former Flippin' Mikes building is looking for a franchise restaurant to occupy the ground floor commercial space - \$20/sq. ft. rent or \$700,000 for the commercial unit and 2<sup>nd</sup> storey apartments.

The BIA continues to assist and participate with both existing, new and proposed businesses in the central business district.

DTBIA traffic is robust and compares favourably with communities much larger than Tillsonburg. The information including detailed metrics from the Canadian Urban Institute will be used as part of the strategic plan exercise as we move the organization forward.

There were no action items.

## **12.3 FINANCE**

### **12.3.1 YEAR-TO-DATE FINANCIAL UPDATE**

Finances continue to track according to the approved budget.

There were multiple MSC-funded positions in Q1 and into April with approximately \$9,120 of wage reimbursements.

Purchase of maintenance and operational items including garbage bags has increased given the on-street conditions driven by higher incidences of dumped articles/items; increase social issues; etc. Increases in staff labour costs allocated to operations is offset by the wage subsidy programs and increased funding of the 2026 MOU.

Cost impacts from TurtleFest are being more closely monitored including labour cost impacts. A separate report regarding management of the project expenses is also contained within this board meeting agenda.

Staff continues to actively pursue generation of non-levy revenues including renewal and new sponsorships for various BIA assets and programs including full cost recoveries for the new work truck.

The year-to-date income is \$17,335.31. This does not include a one time adjustment for legal fees in the amount of \$5,752.10 to be adjusted and recorded to the 2025 fiscal year = \$23,087.41 income for 2026 fiscal year.

There are outstanding credits for wage subsidies and TOC expense reimbursements of approximately \$9,500 not included in the above year-to-date income statement.

Staff continues to closely monitor all revenue and expense items. All invoicing is generated in QBO in real time.

There were no action items.

#### **12.4 FAÇADE IMPROVEMENT PROGRAM**

All outstanding payments on approved FIP grant projects have been paid. There are no projects in the pipeline.

There is no approved funding in 2026, (BIA portion).

The board will need to revisit the program funding as part of the 2027 budget deliberations.

The deficient signage at 18-24 Oxford Street has been rectified with enhanced presentation and aesthetic.

There were no action items.

#### **12.5 2026 COWORKING/BUSINESS INCUBATION UPDATE**

Staff has updated coworking tenant income given the recent activity and licensee agreements including the new agreement for last vacant unit on the mezzanine level.

2025 full-year licensee income: \$22,687.91

2026 projected licensee income: \$23,369.09

All available spaces are currently occupied. Licensee fees are expected to increase with the CPI which in Q2-2026 is 1.8%. Balloons Tillsonburg held their grand opening on Saturday, April 25, 2026 with higher-than-expected traffic. All other licensees are seeing steady or increasing business results.

There were no action items.

#### **12.6 TURTLEFEST**

The 2025 MOU expired in December 2025. A revised document requires board approval.

The TOC has requested a fixed-price contract for the 2026 event, which is feasible due to positive external funding and would help balance BIA resources. Staff recommend the board consider this contract and discuss an overhaul of the TOC structure before planning for 2027. See the attached report. A decision from the Province of Ontario on the \$20,000 Experience Ontario application for 2026 is expected soon.

Staff time and expenses are being closely tracked daily.

The board deferred the resolution pending subsequent discussions on a fixed-price contract only. There are several outstanding issues that will need to be addressed to the board's satisfaction including the non-regulated entity funds currently held in a bank account at BMO. The ED suggested a follow-up meeting with the finance and/or executive committee(s) prior to the next board meeting.

#### **MOTION**

Moved by: D. Tosto

Seconded by: K. Englander

THAT the BIA approves a fixed price contract of \$\_\_\_\_\_ . \_\_ for the 2026 festival and further that billable, variable costs as outlined in the revised MOU also be reimbursed to the BIA.

DEFERRED (PENDING FURTHER BOARD DISCUSSIONS)

#### **12.7 OPERATIONS/MAINTENANCE**

The spring clean-up is largely complete. The winter pots have been totally cleaned up and ready for plantings in late May. The team has also thoroughly cleaned Library Lane and removed all winter debris and perennial dead growth from last season. Locks have been replaced on our receptacles to safeguard against the dumping of household waste.

The ED met with Jesse Goosens and Shane Curtis regarding upgrades and reconstruction of the Broadway/Oxford Parkette which is in generally poor condition. Goosens and Curtis will be facilitating the costs for an overhaul of many parkette elements with the support of town staff. The BIA, Goosens and Curtis met on-site with town staff and Director

Greenway on Tuesday, April 28<sup>th</sup> to ensure alignment and approvals for the works to be completed.

The board will recall that this parkette will be renamed the “Tillson Family Parkette” and will be dedicated as such on the opening day of TurtleFest 2026; June 19<sup>th</sup>.

Deployment of tables and chairs will be deliberate and respect feedback from downtown businesses. New teal-blue umbrellas will be deployed in designated areas to be closely monitored.

The mall plaza area will be set-up with the Tim Hortons logo umbrellas as donated by the Gazley family.

It is expected that due to social issues, the team will need to be vigilant with both deployment of the assets in addition to designating appropriate resources for cleanliness and sanitation.

There were no action items.

## **12.8 HUMAN RESOURCES**

The BIA was notified on April 15<sup>th</sup> of a successful grant application for Canada Summer Jobs program. The grant consists of wage reimbursement and MERC's – (mandatory employment related costs) totalling \$15,854. Staff will complete the steps necessary to meet all program obligations including reporting. See the attachment. The operations team consisting of 5 ambassadors continually receives consistent, positive feedback about their efforts.

There were no action items.

## **13. COMMUNITY**

BIA staff continues to be involved in community events and activities.

The ED and EMC attended the TDCC Mayor's Address on April 15<sup>th</sup>. The ED also attended the Downtown Woodstock BIA AGM and earlier City of Woodstock council meeting. The following peer BIAs have been visited YTD:

Downtown Ancaster Village

Downtown Preston

Argyle Village – London

Downtown Woodstock

West Queen West – Toronto

Queen West – Toronto

Dundas Village – Hamilton

Downtown London

Old East Village – London

Uptown Waterloo

Downtown St. Mary's

Downtown Stratford

The team opted not to attend the 2026 OBIAA conference due to prioritization and cost considerations.

Peer BIA visits, as outlined above, serve as an essential element for benchmarking our progress and identifying areas that require focused improvement.

The DTBIA team remains confident in downtown's leadership across key aspects such as cleanliness, member support, beautification, and overall environment.

Despite ongoing socio-economic challenges, we are committed to adapting and evolving as needed to preserve a healthy, safe, and attractive downtown for residents, visitors, and BIA members.

There were no action items.

#### **14. ECONOMIC DEVELOPMENT COMMISSIONER – TOWN UPDATE**

The Development Commissioner will provide a monthly update to the Board of Management.

#### **15. GOVERNANCE**

##### **15.1.1 STRATEGIC PLAN UPDATE**

Chair Bossy and the staff team will proceed with research and planning activities. Documentation and metrics provided by the Canadian Urban Institute will be incorporated into the research, analysis, and development of the draft strategic plan.



**20.1 CONFIRMING RESOLUTION 2025-04-001**

**Meeting of 04/29/2026.**

**22. ITEMS OF PUBLIC INTEREST/ROUNDTABLE**

**23. ADJOURNMENT**

Moved By: K. Englander

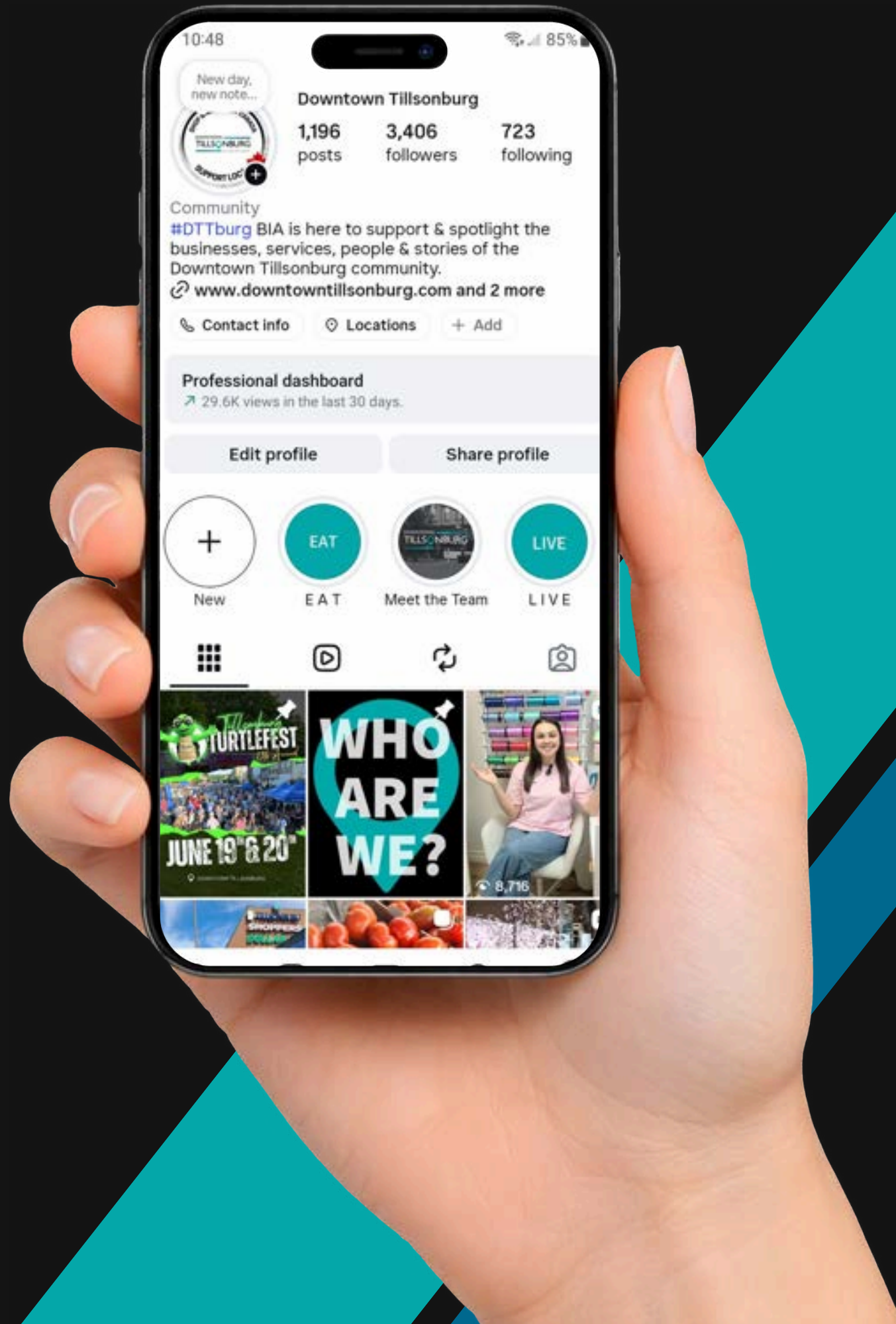
Seconded By: B. Parsons

THAT the Board meeting of April 29<sup>th</sup>, 2026, hereby be adjourned at 9:04  
a.m.

CARRIED

Social Media Insight

# MONTHLY REPORT



Date: April 25 - May 22

# Performance Overview

Views

85,027

↑ 130%

Engagement

4,246

↑ 204.2%

New Followers

57

↑ 1.4%

Top Post Reach

43,677

↑ 21 Follows

## Insight

Downtown BIA social media content generated more than 85,000 views over the past month and attracted 57 new followers, strengthening our connection with the community, local businesses, and potential visitors.

Increased engagement from non-followers shows that our content is reaching new audiences and creating more opportunities to build awareness and interest in Downtown Tillsonburg.

One of our top-performing posts alone achieved an impressive 43,677 views, helping boost visibility and showcase the success of our downtown core.

# Performance Overview

## Views breakdown ⓘ

Last 28 days: Apr 25 - May 22 ▼

85,027 ↑ 130%

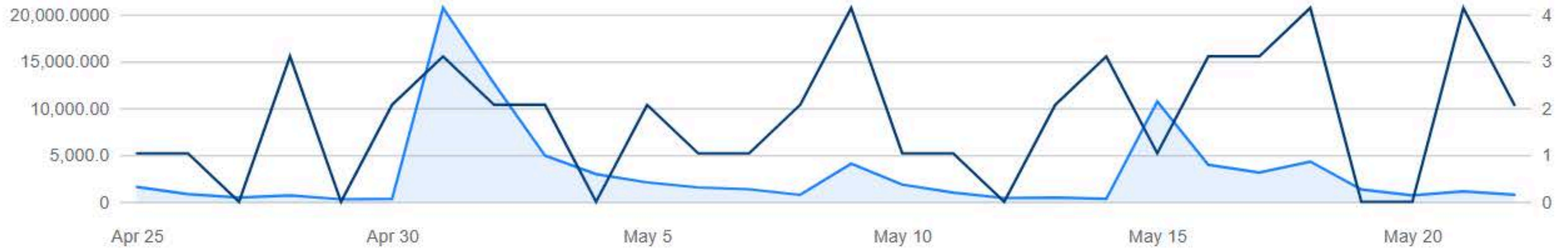
Views ⓘ

3,051 ↓ -56%

3-second views ⓘ

399 ↑ 698%

1-minute views ⓘ



Publishing activity

## Views by content type

● Followers ● Non-followers

## Views by followers vs. non-followers

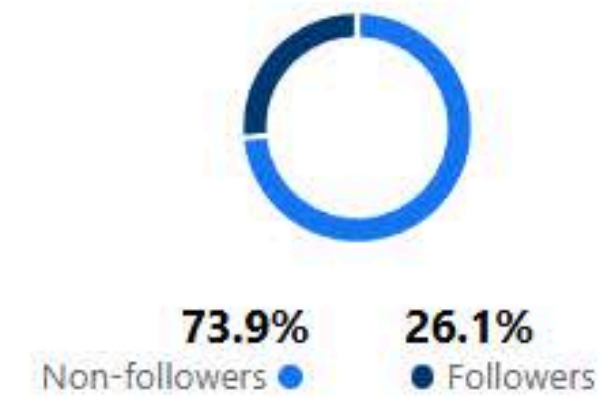
# Performance Overview

## Views by content type

● Followers ● Non-followers



## Views by followers vs. non-followers



## Top content



Our Top Performing Content

# Top Performing Post



## Insight

Our top-performing post during this reporting period was the 1-year anniversary celebration for Beautifully Obsessed Boutique. The post reached an impressive 43,677 views and continues to gain traction. Engagement was exceptionally strong, generating 415 likes, 35 comments, 6 shares, and 198 additional interactions overall. The post also drove profile activity, resulting in 20 profile actions and 21 new followers. This high level of engagement highlights the community's strong support for local businesses and the value of celebrating Downtown Tillsonburg milestones through social media content.

### Followers vs. Non-followers ⓘ



### Net follows ⓘ

**21**  
Net follows

# Final Overview

These results highlight the growing impact of the Downtown Tillsonburg BIA's online presence and its ability to promote the downtown core to a wider audience. Increased visibility and engagement help attract more residents and visitors to explore local shops, restaurants, services, and events, ultimately supporting economic activity within the BIA boundaries.

By continuing to expand our digital reach, we are creating stronger awareness of Downtown Tillsonburg as a vibrant destination while providing valuable exposure and promotional opportunities for the businesses that make up our downtown community.

Moving forward, our goal is to continue growing our audience and increasing the visibility of Downtown Tillsonburg through engaging storytelling that highlights the many outstanding businesses, community events, local entrepreneurs, and unique experiences that make our downtown a welcoming and thriving destination.



@downtowntillsonburg

## REPORT TO BOARD OF MANAGEMENT

### Street Operations – April reporting: metrics + summary report

To: Board of Management

From: Executive Director

#### RECOMMENDATIONS

- 1) That the report be received as information and that the follow-up items be flagged for discussion during the 2027 budget discussions.

#### REPORT HIGHLIGHTS

- Increased incidents requiring aggressive management
- Vandalism increasing vs. last reporting period and last year
- Increased number of member businesses providing feedback on issues
- BIA team responding quickly to issues – immediate corrective action
- Potential options for consideration in future budget years by the Board of Management

#### WORSENING ON-STREET IMPACTS

Communities across Canada facing increased social challenges with rampant drug use, chronic homelessness and lack of addiction treatment options for vulnerable citizens.

Work schedules have added additional ambassador shifts to meet our obligations under the MOU.

The ED and senior staff members attend the public areas in the downtown zone with proactive engagement to and with the individuals who are causing safety and security concerns including open drug use in public areas.

The BIA has a zero-tolerance policy regarding littering and non-compliance with existing by-laws and call(s) for service when necessary.

## **FURNITURE DEPLOYMENT**

The team has commenced the deployment of tables, chairs, benches, umbrellas as well as readying the floral pots for planting by Tillsonburg Garden Gate.

The existing street furniture will be redeployed to parking lot 1-A for the Saturday Block Party on June 20<sup>th</sup>.

The team also moves furniture as needed based on feedback from the membership.

As highlighted elsewhere, the BIA furniture and benches have been removed from the Tillson Family Parkette due to the ongoing attraction of problematic individuals and nefarious activities in this general area of the south downtown.

## **SEASONAL PLANTINGS/TREE REPLACEMENT(S)**

The weather has created several challenges as we prepare for the plantings of the pots. There are also several bunkers predominantly along the west side of Broadway that have dead trees or are empty requiring replanting.

3 of the Ivory Silk Lilac trees that were planted last fall need to be replaced as they are not healthy. Staff will work with the contractor for replacement(s).

It is the goal to have all vacant bunkers rehabilitated in 2026 which has been planned for in the business plan. This will eliminate the existing tripping hazard in addition to significant aesthetic improvements along the west side of Broadway.

## **TILLSON FAMILY PARKETTE**

Staff are engaged with PRC/Town of Tillsonburg, Jesse Goossens and Shane Curtis on the rehabilitation of this asset. Work is in progress.

To date, the BIA ambassador team has removed the furniture, edged 2 of the garden beds, assisted in removal of tree light strands, removed dog feces, removed dumped household items and commenced the bunker replanting adjacent to the parkette area on the Broadway corridor.

The perennials being removed from the TFP will be relocated to the bunker rehabilitation on Broadway thus reducing costs.

## **REPORTING METRICS – APRIL 2026**

As reported to the EDAC at the May meeting; we continue to see higher levels of critical incidents and general issues for our downtown core area:

<b>Garbage/waste collected:</b>	<b>251 bags</b>	<b>Untagged household garbage:</b>	<b>181 items</b>
<b>Abandoned items/dumped items:</b>	<b>10+</b>	<b>Critical incidents requiring call(s) for service:</b>	<b>26</b>
<b>Vandalism of BIA-owned assets:</b>	<b>11 incidents</b>	<b>Dog feces: Predominantly in the TFP</b>	<b>50</b>
<b>Sharps, foils, vials, drug paraphernalia:</b>	<b>101</b>	<b>Abandoned shopping carts:</b>	<b>84</b>
<b>Blood, vomit, urine, etc.:</b>	<b>18</b>	<b>Spills requiring power washing/scrubbing:</b>	<b>5</b>

The ambassador team has done an excellent job responding to issues daily.

The new transit shelters do not have a town maintenance program so by default, the BIA team has been cleaning and maintaining these daily including cleaning of the glass panels and remediating the graffiti.

The team also responded to 5 member-driven requests for the clean-up and remediation of various social issues at Dande Vintage, BMO, former pawn shop,

### **MAINTENANCE/REPAIRS**

There are several metal tables and 10 benches that need to be sanded and repainted. The team will determine if the wood slats on the benches can be retrofitted with composite boards to extend the life otherwise the maintenance plan above will be completed.

Locks and hardware are being fixed and/or replaced on a weekly basis. This relates to the BIA-owned waste receptacles which have been tampered with and/or broken by individuals trying to deposit household waste into the BIA receptacles.

### **ACTIONABLE ITEMS**

- Ensuring that the pots and planters are planted no later than Friday, June 5<sup>th</sup>.
- Sand and repaint all damaged tables.
- Deploy remaining street furniture.
- Track the labour costs and materials that are used in the maintenance of the transit shelters for reporting to the Town of Tillsonburg.
- Assisting with the remaining maintenance and remediation of the Tillson Family parkette.
- Detail cleaning, edging and maintenance of the Library Lane gardens.
- Full detailed cleaning and maintenance prior to the ROMA Board of Directors walking tour to be held on June 11<sup>th</sup>.

## **FUTURE CONSIDERATIONS BY THE BOARD OF MANAGEMENT**

The ED has flagged the items in this report for upcoming discussion(s) and follow-up for the 2027 budget cycle.

The board may also consider action(s) to request additional security measures through or to the OPP, Town of Tillsonburg, Oxford County Human Services or other agencies as appropriate.

## **FINANCIAL IMPACT**

The operational costs are within the approved budget as are the cost of the materials necessary to effect repairs for the tables and benches however the repairs necessary to fix the vandalized electrical conduits are not budgeted for and these will not be repaired and/or replaced in 2026.

Dear Mark & BIA Partners,

It is with regret that I inform you that I have decided to resign my position on the Tillsonburg Downtown Business Improvement Area Board.

Recently, I have made some personal changes, and True North Cannabis Co. has also made some organizational changes that will exclude me from participating in the board.

It has been a great pleasure to be part of such an organization, and I am proud to have contributed to the vision in a small way.

If I can be of assistance at all during the transition, please do not hesitate to ask. I'm glad to offer any help.

Regards,

Brandon Thompson

Received May 19th, 2026