



Downtown Tillsonburg Business Improvement Area

OPEN SESSION - MEETING AGENDA

February 25th, 2026 – 7:30 a.m.

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

1. CALL TO ORDER – _____ a.m.

Members present:

Members on Zoom:

Members absent:

2. MOTION TO ADOPT THE AGENDA

Moved by: W. Cameron Seconded by: B. Parsons

THAT the agenda as prepared for the DTBIA Board of Management meeting of February 25th, 2026, hereby be adopted.

3. DISCLOSURE OF PECUNIARY INTEREST

4. ADOPTION OF THE MINUTES

Moved by: E. Odorjan Seconded by: B. Thompson

THAT the minutes as prepared for the DTBIA Board of Management Special Meetings of October 9th, 2025; October 20th, 2025; and the regular meeting of January 25th, 2026, hereby be adopted.

5. CLOSED SESSION

6. STAFF REPORTS

6.1 MARKETING REPORT AND UPDATE

The Marketing Lead will present the monthly report including a review of the Valentine's Tillsonburg Town Centre Mall activation from February 13th; the planning for the 3rd Annual Pub Shammy event and update on the planning of the 2026 TurtleFest.

6.2 EXECUTIVE DIRECTOR REPORTS AND UPDATE

6.2.1 BIA TRUCK LEASE RENEWAL

Please see the attached report outlining the cost analysis and recommendation regarding replacement of the BIA maintenance vehicle.

MOTION

Moved by: E. Odorjan

Seconded by: D. Tosto

THAT the report outlining the cost analysis and recommendation regarding the BIA maintenance vehicle be received as information and that Option "3" be approved.

6.2.2 TURTLEFEST

The MOU document needs to be updated for the 2026 festival year. Staff recommends that revisions be made to the document to address the cost-share split between the parties. It is acknowledged that BIA member businesses derive a direct benefit from the event given the location of the block party, opening ceremonies and other activities are primarily operated in the BIA zone area.

Revenues for the festival are tracking to the previous year with 2 sponsors contributing less than 2025 – one being the Town of Tillsonburg. The number of vendor forms submitted has tripled vs. the same time in 2025.

There are many sponsorship connections to be followed up on. One notable change is a fee associated with BIA members for vendor booths which is 50% of the regular cost and will help overall income.

Expense outlook: the TOC takes on no additional costs without there being a sponsor. The BIA team believes there is a great deal of upside for the top line revenues given the positive impacts and cache that has developed over the past 2 events.

The board should also provide direction on the final invoice to be submitted to the committee for reimbursement.

The DTBIA organization is the core foundation of the TurtleFest event and is the primary contributor to the ongoing success and sustainability of the festival. While the downtown derives a significant benefit from the event; the DTBIA should not fully subsidize the cost experience. A shared benefit is derived between the parties.

Staff feels that a 50/50 cost share of all TOC related expenses is the minimum acceptable reimbursement level.

MOTION

Moved by: E. Odorjan

Seconded by: B. Parsons

THAT the Board of Management hereby authorizes the ED to invoice the TurtleFest Organizing Committee for \$_____.

7.0 FINANCE

7.1.1 2025 FINANCIAL AUDIT

The workplan is in place with staff assigned to the tasks at hand. The workflow will see the audit wrapped up by the 3rd week in March to meet the town's deadline in April. The bookkeeper and staff have experienced issues with QBO whereas some transactions were processed however do not show up after the fact resulting in additional entries necessary to reconcile correctly. Additionally, there were continuing issues with opening and closing balances not being accurate from prior years. The auditor has been made aware and staff at Millard's will aid as necessary as confirmed with Whitney Deane.

7.1.2 FEBRUARY 2026 FINANCIAL UPDATE

It is forecasted that there will be a surplus of \$6,679 +/- for the current month. This does not include wage subsidy reimbursements which always trail actual incurred costs. There are no unforeseen expenses during the month.

Please also see the cash flow analysis report immediately following this item.

Effective January 1st, 2026, and as per board direction, all 2026 TurtleFest revenues are being recorded to a TOC designated bank account and separate from general BIA funds. As per discussions with the Treasurer, once the 2025 audit is completed, the remaining TOC funds from prior years will be transferred to the TOC designated bank account.

The board will recall that the TOC revenue and expenses are an approved component of the BIA budget and operations.

The TOC recoverable public sector HST rebate is expected to be +/- \$4,700 which will also be transferred to the TOC bank account upon receipt by the town.

7.1.3 FEBRUARY CASH FLOW ANALYSIS REPORT

Staff have prepared the attached report outlining the status of various cash flow items.

Typically, the first quarter sees the largest impacts from the delay in recovery of full-year 2025 items such as the HST public sector rebate. Staff are also working with the audit team on a review of TurtleFest transactions to ensure accuracy of departmental reporting and responsibility for costs.

Timeliness of accounts payable will improve over time and as cash-flow increases as per the approved tax levy and MOU payments for FY2026.

The board should consider additional measures with respect to financial management given the structural of cash-flows which are problematic in ensuring that all obligations are paid on time.

The final 3-year payment on the Miconex Downtown Gift Card program was made in 2025 and there are now only the recurring monthly fees.

7.1.4 UPDATED DEBT PAYMENT REPORTING

Staff has updated the debt payment tracking report and is provided as an FYI.

The DTBIA will have \$18,003 in FY2026 debt payments followed by \$12,160 in FY2027 and \$11,784 in FY2028.

Effective January 1st, 2029; the DTBIA will debt-free.

It is the current policy of the board to continue with self-funding of operations and capital with no need for debt placement in the immediate term.

8. GOVERNANCE + HUMAN RESOURCES

8.1.1 ONBOARDING OF NEW BOARD MEMBERS

The ED met with the new Secretary to review the Secretary job description. The next imperative is meeting with the 2 new board members to finish hold a detailed orientation session to includes:

1. Review of governance documents including constitution.
2. Review of Municipal Act.
3. Review of team handbook and onboarding for staff.
4. Review of board job descriptions.
5. Review of meeting calendar.
6. Municipal reporting requirements.
7. Annual budget and business plan process.
8. Review of code of conduct.

*Other items as may come up during the orientation process and not limited to the above.

8.1.2 STAFF ENGAGEMENT + MEETINGS

The team has scheduled regular staff meetings with applicable sign-off sheets for content and all requisite training. The HR Committee has several outstanding items that need to be completed so that the policies are presented back to the full BOM for approval before implementation.

The forms are designed with 2 acknowledgement options as follows:

A – “I understand the training and concepts discussed at today’s meeting”

or

B – “I require further training and/or coaching”.

Formal meetings are to be held quarterly with daily and weekly check-ins as needed.

Formal follow-up meetings with the Job Development team from the Tillsonburg Multi-Service Centre are held weekly via email, telephone and/or in person. The board will recall that a substantial portion of our staffing compliment has originated from the Employment Ontario Program and as such, a strong relationship with the Tillsonburg Multi-Service Centre is necessary for the efficacy and effectiveness of the program.

The staff bulletin board and staff area includes various important memos including those required under provincial labour, health & safety legislation and are updated on a regular basis.

There is also a posting/memo outlining a statement of our “open door” policy with a formal internal complaint handling process.

8.1.3 DTBIA STRATEGIC PLAN

The strategic plan process which commenced in summer of 2024 was postponed due to prioritization by the board of emergent issues.

To this end, Chair Bossy and the ED received previous direction at the January BOM meeting to continue with the process. Chair Bossy will hand out a document to be completed and submitted back to the ED by all BOM members which asks each of you about the strengths, weaknesses, opportunities and threats facing the organization in present terms.

This analysis will be inculcated in the Strat-plan for review with the board by the end of Q2-2026.

9. INFORMATION ITEMS

9.1 TREIM REPORT – MINISTRY OF TOURISM, GAMING & CULTURE

The economic impact report for the 2025 TurtleFest event is attached as an FYI for the board – particularly with respect to the newly appointed members.

This analysis provided a clear rationale for the DTBIA being a lead and foundational partner of the TurtleFest annual event.

9.2 OXFORD COUNTY 2024 MASTER TRANSPORTATION PLAN

Link for review by the Board of Management:

https://webresources.oxfordcounty.ca/documents/OC_2024TransportationMasterPlan_FinalReport_Compiled_AODA_June2024.pdf

An important and detailed document guiding actions and tactics by various levels of government in the County of Oxford.

The lack of a transit connection to Ingersoll and Woodstock is a considerable and important barrier to our economic development.

9.3 UNIVERSITY OF WISCONSIN – BUSINESS IMPROVEMENT DISTRICT: ZOOM RECORDING

<https://youtu.be/5xXQ-7nkmrw?si=-w4jw0KWfBeNlvq>

Provided as an FYI – this is a detailed, relevant and appropriate demonstration – particularly the case study from Ithaca, New York with reference to the importance of strategic planning, visioning and long-term planning for the success of a small urban area.

10. RESOLUTIONS/RESOLUTIONS RESULTING FROM CLOSED SESSION

11. CONSIDERATION OF MINUTES

12. MOTIONS/NOTICE OF MOTIONS

13. BY-LAWS/RESOLUTIONS

14. TO CONFIRM PROCEEDINGS RESOLUTION

14.1 CONFIRMING RESOLUTION

Moved By: B. Thompson

Seconded By: E. Odorjan

THAT resolution 2026-02-01 to Confirm the Proceedings of the Board Meeting held on February 25th, 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.

15. ITEMS OF PUBLIC INTEREST/ROUNDTABLE

16. ADJOURNMENT

Moved By: M. Tedesco

Seconded By: W. Cameron

THAT the Board of Management meeting of February 25th, 2026, hereby be adjourned at _____ a.m.

Board of Management Meeting

MINUTES – OPEN SESSION

Thursday, October 9th, 2025

4:00 PM 10-164 Broadway, Tillsonburg Web link - <https://us02web.zoom.us/j/4147170612>

CALL TO ORDER at 3:57 p.m.

QUORUM – Yes, 5 of 9

A. Biggar, B. Parsons, B. Thompson, H. Vallee, J. Van Campen

Staff present: M. Renaud, V. Fortner

Regrets:

M. Tedesco, M. Bossy, W. Cameron, E. Odorjan

1. MOTION TO APPROVE THE AGENDA

Moved by: B. Parsons Seconded by: H. Vallee

THAT the agenda for the Board of Management meeting of October 9th, 2025,
hereby be adopted.

CARRIED

2. DISCLOSURE OF PECUNIARY INTEREST

NONE DECLARED

3. ADOPTION OF MINUTES – CORRECTION TO THE MINUTES OF THE MEETING HELD 28 MAY 2025

Moved by: H. Vallee Seconded by: B. Thompson

THAT the AMENDED MINUTES for the Board of Management meeting of May 28th, 2025; the minutes for the Board of Management meeting of July 23rd, 2025; the minutes for the Finance Subcommittee meeting of August 6th, 2025; and the minutes of the HR Subcommittee meeting of August 18th, 2025; hereby be adopted.

Note: The ED changed the minutes and deleted a reference to the 2026 budget process that was incorrect.

CARRIED

4. CLOSED SESSION

5. CLERK'S REPORT ON BOUNDARY ADJUSTMENT – RECOMMENDATION FOR CONSIDERATION BY TOWN COUNCIL

5.1.1 PROPOSED BIA ZONE EXPANSION BY-LAW

The DTBIA and Council received the boundary expansion report which highlighted some areas where it was not clear about associated potential impacts if Council were to go ahead with the boundary expansion. To date, council has only received the proposed boundary expansion and report as information only.

The most relevant and specific by-law referenced the parking levy which is attracted to business and industrial properties in the existing BIA zone however this was not contemplated by staff of the town or DTBIA to be allocated to the newly expanded area. The actual parking levy is higher than the BIA levy and has a significant impact to property owners.

There was an additional question raised about the apportionment of the levy as it currently exists for the properties known municipally as 164, 170, 200 and 248 Broadway – those parcels which form the campus of the Tillsonburg Town Centre. No matter what the annual levy is or any changes to the CVA for the mall campus properties; the levy apportionment remains the same as a “min-max” calculation and is currently at 50% - (43% from municipal addresses 164, 170 and 200 Broadway); and (7% from municipal address 248 Broadway, Canadian Tire).

Staff recommends that the BOM provides direction to the town council with respect to the associated by-laws.

MOTION

Moved by: B. Parsons Seconded by: B. Thompson

THAT the Board of Management recommends to the Town of Tillsonburg that the central core area parking levy by-law associated to the existing BIA zone remains unchanged; and that the existing levy apportionment by-law outlining the 43% and 7% annual contributions relating to the Tillsonburg Town Centre and Canadian Tire store remains the same.

CARRIED

MOTION

Moved by: J. Van Campen Seconded by: B. Parsons

THAT the Clerk’s Report titled Proposed Downtown Tillsonburg BIA Boundary Expansion By-Law - Report Number: CS 25-025 be received as information.

CARRIED

Action item(s): Board Member Parsons noted that the DTBIA’s position regarding the proposed boundaries is open for further discussion. The term “pause” was considered in relation to future actions. The Executive Director will clarify the board’s position at the upcoming ECDEV meeting scheduled for 14 October 2025. The conversation also focused on delaying any decisions about the boundary pending additional review and discussion of possible changes. These discussions will include the Board of Management assessing feedback from the business community before, during, and after the Clerk’s report was presented to council.

6. STAFF REPORTS

6.1.1 STREETScape CAPITAL PLAN – FUTURE PLANNING

The existing streetscape elements including the interlocking stone, trees, benches and other public realm items will require replacement in the next 3-5 years.

Staff recommends that planning begins now with coordination of Town of Tillsonburg staff. That portion of King’s Highway #19 that traverses through the municipal boundaries of Tillsonburg is designated as a King’s Highway Connecting Link, (KHCL), and typically receives 90% funding from the Province of Ontario.

It would be prudent to coordinate an approach to the reconstruction of Broadway and the streetscaping elements with the Town of Tillsonburg with one project.

The board should consider allocation of capital to be placed into a capital reserve fund for future projects such as that articulated above.

MOTION

Moved by: B. Thompson Seconded by: J. Van Campen

THAT the Board of Management of the DTBIA directs staff to communicate and coordinate planning for future streetscape improvement projects with the town’s engineering department.

CARRIED

The ED articulated the importance of the coordination of projects especially with longer term infrastructure improvements. Typically, the MTO funds 90% of KHCL projects.

Action item(s): The ED will send the “decision letter” to the town and will send a separate email requesting a meeting with the Director of Operations and Development to begin the process of scheduling regular meetings to follow-up on this matter.

7. FINANCE

7.1.1 APPROVAL/ADOPTION OF THE 2024 AUDITED FINANCIAL STATEMENTS

The revised, draft statements require approval by the BOM prior to the AGM. The draft statements will form an integral part of the AGM agenda.

Highlights:

The BIA recorded a profit of \$26,810 vs. a net loss of (\$45,307) in FY2023 this is a positive outcome and improvement of \$72,117.

The FIP restricted funds balance is \$136,033. The projects in FY2025 paid to date and forecasted for the balance of year are \$72,079 resulting in a projected FIP restricted fund balance of \$63,954. Town Council directed that the \$63,954 balance be funded over the next 4 years = \$15,988.50 per year. Staff will work with the town's finance team with regards to the FIP fund contributions. It is staff's recommendation that the payment(s) be made on a quarterly basis.

Staff requests that direction be given by the board on addressing the repayment with consideration given to receipt of incoming revenues.

The finance subcommittee will be assigned various tasks resulting from the auditor's "notes to management" with defined action plans and dates for completion.

MOTION

Moved by: H. Vallee Seconded by: J. Van Campen

THAT the 2024 draft financial statements hereby be adopted.

CARRIED

7.1.2 ADJUSTMENTS TO THE 2026 FY BUDGET & BUSINESS PLANS

Town Council approved the transfer of the \$46,079 FY2020 deficit, (resulting from the pandemic era pop-up patio program), from the general fund to the restricted fund however this leaves a BIA contributory shortfall of \$63,954. Management has adjusted the FY2026 proposed budget to meet our obligations and objectives given council's direction and other fiscal developments since the budget was presented back at the July Board of Management meeting.

Separately, management also expects a full-year 2025 surplus. This surplus while expected, has not been factored into the 2026 financial plan.

MOTION

Moved by: B. Thompson Seconded by: J. Van Campen

THAT the Board of Management of the Downtown Tillsonburg BIA hereby approves the 2026 Budget and Business Plans as amended, as follows:

- 1) The total levy to be raised from the BIA membership is \$240,080 which represents a budget-to-budget increase of +8.8%. This increase includes an allocation for working capital necessitated by the timing of the receipt of funds at the end of each quarter.
- 2) The MOU amount be increased to \$58,959. This increase is driven by social issues including increased maintenance of the downtown core area, repairs to assets and public realm elements and is forecasted at an additional 3 staff hours per day. There is a 50% increase in dumped garbage in the central core area including abandoned shopping carts full of household items/waste.
- 3) A town capital contribution of \$20,000 which is a zero % increase VYA.
- 4) 2% increase in FTE wages, modest changes to the benefits program and to allocate expenses for the town-provided EAP program.
- 5) Continued focus on non-levy revenues including additional external funding to be provided by various stakeholders to be identified during the various program funding application periods.
- 6) Additional revenues and expenses associated with the proposed expansion of the co-working/business incubation space.
- 7) Service and operating agreements via an MOU with the TurtleFest Organizing Committee.
- 8) No contribution by DTBIA to the Façade Improvement Program. The BIA, as directed by Town Council, will make contributions of \$63,954 to the Façade Improvement Program over a 4-year period to bring the restricted funds to a zero, (\$0 balance).
- 9) Increased contribution under the “General and Administrative” budget line for professional fees.

CARRIED

Action item(s): It was noted by members present to clearly articulate the details of the budget approval in the “decision letter”. The ED will attach back-up documentation including a detailed report to the Clerk’s office and Director of Finance.

7.1.3 FAÇADE IMPROVEMENT PROGRAM – UPDATED TRACKING AND ANALYSIS

The finance sub-committee led by Mike Bossy has been undertaking a thorough analysis of the FIP transactions since inception of the program.

It appears that the BIA did not make contributions to the FIP for 2012 or 2013 to match the town's contributions. Also, during the pandemic, the BIA did not contribute \$31,000 to match the town's contribution in FY2021.

The ending balance in the deferred revenue fund as at year end 2013 was \$50,000 which only represented the town's contributions. There are also approximately \$14,000 in design fees which were charged to the general fund as opposed to the deferred revenue/restricted fund during that timeframe.

Board member Bossy has completed the analysis.

Action item(s)/clarifications: Board Member Bossy has suggested via an in-person meeting that a memo or report be written regarding the matter including a detailed narrative. The wordings contained in previous audits has led to confusion re: "deferred revenue". Also, the BIA did not make a matching FIP contribution in FY2021 as it was mathematically impossible to do so given the negative impacts of the pandemic.

7.1.4 PREVIOUS YEARS FINANCIAL REVIEW – CONTEXT RELEVANT TO 2026 AND FUTURE YEARS PLANNING

The board will note that the actual levy collected in 2020 was \$109,474, compared to the budgeted amount of \$139,450, representing a shortfall of \$29,976. The board authorized an investment of \$75,000 for the pop-up patio project, which was required to fulfill the funding agreement with Community Futures Oxford. To qualify for the \$25,000 grant from CFO, the BIA was obligated to incur \$75,000 in expenditures—an unplanned cost. As a result, there was a full-year loss of \$46,097 for 2020.

The BIA is continuing to plan for the creation of designated reserve accounts to support the organization's long-term financial stability and sustainability.

Action item(s):

- 1) The ED will work with the bookkeeper to identify reserves and create the necessary transactions and accounts in QBO.
- 2) There is an existing savings account which will be configured for the sequestering of reserve funds.

- 3) The ED will direct the bookkeeper to create reserve accounts in QBO which will be linked to the CIBC savings account.
- 4) The ED will clarify the town's expectations with respect to the restricted funds contributory shortfall.
- 5)

7.1.5 BANKING STATEMENTS AND TRANSACTIONS

The treasurer will hand out the VISA statement and bank statements for review by the board during the meeting.

Action item(s): Chair Biggar discussed spot audits to be conducted as part of the finance committee responsibilities and provided further comment that the bank reconciliations need to be conducted on a timely basis.

7.1.6 NEW BANK ACCOUNT REQUIRED FOR TURTLEFEST

The board will recall that the 2026 budget documents and business plans assumes that the TurtleFest Organizing Committee will transition to being fully under the auspices of the BIA organization. This will necessitate the designation of a separate bank account for the sequestering of funds for TurtleFest purposes only. The remaining funds from the existing TOC bank account at BMO will be transferred to the new account. The ED will also order custom cheques for the new TOC bank account which will bear the new account number and will have the TurtleFest branding and logo.

MOTION

THAT the Board of Management hereby approves the opening of a separate bank account for exclusive use by/of TurtleFest Organizing Committee financial transactions. This account will be opened at CIBC Tillsonburg. The existing signing authorities will be in effect for this account – namely, any 2 signatures by authorized individuals.

CARRIED

Note: All fees and service charges related to the new chequing account including the printing of custom cheques remains the responsibility of the TurtleFest Organizing Committee and will be charged accordingly.

The existing CIBC account that was set up for receipt of EFT's 03072-66-xxxxx will be re-configured to the TOC bank account forthwith.

8.0 INFORMATION ITEMS

8.1.1 TURTLEFEST ORGANIZING COMMITTEE MEETING SCHEDULE

Please see the attached TOC meeting schedule for the 2026 event.

There were no comments or action items.

8.1.2 AORS & AMCTO LETTER TO MINISTER FLACK

The Ontario Association of Roads Supervisors, together with the Association of Municipal Clerks and Treasurers of Ontario, submitted correspondence to Minister Rob Flack regarding Bill 9, highlighting concerns related to code of conduct issues among elected officials. The letter advocates for enhanced penalties and measures, including disqualification from eligibility to seek election or re-election to municipal office. Additionally, it calls for an adjustment to the criteria by which such penalties and disqualifications are enacted.

Action item(s):

Board member Parsons suggested that the DTIBA communicate an endorsement and/or follow-up with respect to the letters. The ED will write to the Minister of Municipal Affairs and Housing as well as to the OBIAA regarding this matter.

8.1.3 REVISED 2026 MOU WITH THE TOWN OF TILLSONBURG

A copy of the proposed MOU sent to the Town of Tillsonburg is attached.

Action item: Staff will post the document on the BIA website.

8.1.4 REPORT TO THE TOWN'S DIRECTOR OF RECREATION, PARKS AND CULTURE

A copy of the supporting documentation submitted to the town's RCP department regarding the MOU funding request for review by the mayor. The ED met with the Director of PRC and the Executive Assistant to review both documents in person.

MOTION

Moved by: B. Parsons Seconded by: J. Van Campen

THAT items 8.1.1, 8.1.2, 8.1.3 and 8.1.4 hereby be received as information.

CARRIED

9.0 GOVERNANCE

9.1.1 COMMITTEE MEETINGS

The sub-committees need to set a meeting schedule to review several items as follows:

HR – policy template development and updates to certain policies. Adoption of forecasted 2% wage increase for FY2026 for salaried employees. Consideration should be given for wage increases for the remaining hourly/casual employees.

FINANCE – continued review and recommendations regarding both the historical FIP issues and recommendations for the program moving forward.

FAÇADE IMPROVEMENT COMMITTEE – review all the policy documents and make recommendations to the Town of Tillsonburg on new policies and processes moving forward. This should be completed in the coming weeks in anticipation of a meeting with the town.

Action item(s):

- 1) Meetings will need to be coordinated with the members. Chair Biggar asked to clarify who is on which committee. Staff will write a memo identifying each committee with the member's names. This will be posted in the office and sent out via email.
- 2) The ED suggested that Michael Leighfield, part-time BIA team member, be responsible to edit the HR policy documents as outlined by Board Member Parsons. These documents will be updated to included BIA-specific nomenclature, logo and other required changes.
- 3) Chair Biggar articulated that the monthly bank reconciliations need to be completed on a timely basis. The ED has notified the bookkeeper who will be attending the office on 17 October 2025. Staff will work with the bookkeeper on addressing the timeliness of financial reporting.

9.0 PLANNING APPLICATIONS

9.1.1 MINOR VARIANCE - A04-25 - 48 BROCK STREET WEST

Please see the attached report and ancillary documentation regarding a proposed land severance for the religious institution located in the BIA zone.

Management recommends support for the application as it appears that there would be no negative material impacts to the BIA organization.

MOTION

Moved by: H. Vallee Seconded by: B. Parsons

THAT the Board of Management of the Downtown Tillsonburg BIA hereby supports the proposed severance agreement and minor variance for the property known municipally as 48 Brock Street West, Tillsonburg, ON.

CARRIED

Action item(s): The ED will complete a “decision letter” and forward to Amy Hartley, County of Oxford planner assigned to Tillsonburg.

10.0 FAÇADE IMPROVEMENT PROGRAM

10.1.1 FIP DISBURSEMENT UPDATE

All projects have been completed to the satisfaction of both the Town of Tillsonburg’s CBO and BIA Executive Director.

Management recommends that the board authorize the disbursement of the outstanding payments for both the 18-24 Oxford Street project and the 18 Harvey Street project.

These payments received approval from the finance subcommittee at the August FC meeting.

Final payment on the 77 Broadway project, (David Gilvesy), in the amount of \$7,500 was made on 26 September 2025 as approved by the Board of Management. This project is now fully paid, all funds released, and the cheque has been cashed.

FIP project payments to date in FY2025: \$47,079

Remaining project payments: \$15,000 (18-24 Oxford Street) and \$10,000 (18 Harvey Street).

Total FIP project payments in FY2025: \$72,079

MOTION

Moved by: H. Vallee Seconded by: B. Parsons

THAT the Board of Management approves the final payment on the FIP project at 18-24 Oxford Street in the amount of \$15,000 and full payment on the FIP project at 18 Harvey Street in the amount of \$10,000.

Note: payments to be made pending cash-flows including receipt of 2024 HST public sector rebate – expected before October 31st, 2025.

CARRIED

Given the cash-flow challenges; the payments to be made to bring the FIP deficit back to zero; and the work necessary to create FIP policy recommendations to the Town of Tillsonburg; it is suggested that there be no FIP contribution in FY2026 and until such a time that the FIP restricted fund balance is brought back to \$NIL. There are no allocations for new funds to be contributed to the FIP for FY2026 in the budget being considered by the Board of Management.

The Development Commissioner noted that the FIP could continue to operate without a contribution by the BIA in the near term.

11.0 MARKETING

11.1.1 MARKETING REPORT AND UPDATE

The marketing team will review the monthly report attachment MKE-25-10-01. The marketing team has been active with various activations + events in addition to planning for both the Halloween-themed/Haunted House.

MOTION

THAT the marketing report titled MKE-25-10-01 be received as information.

Moved by: H. Vallee Seconded by: B. Thompson

CARRIED

Board Member Parsons expressed appreciation and thanks for the report.

12.0 OPERATIONS

12.1.1 TRACKING OF OPERATIONAL METRICS

The team has implemented updated tracking forms which are used by the ambassador and operations team to record data. This data is used for both internal and external purposes. This will be presented at the regular monthly meetings. The board will recall that the 2025 YTD metrics have been used to support our request for additional MOU operating funds from the Town of Tillsonburg. A separate request has been sent to the County of Oxford – Human Services Dept. for consideration of an annual payment in support of our work to remediate social issues in the central commercial area of Tillsonburg.

There were no action items.

13.0 CAPITAL PROJECT UPDATE

13.1.1 164 BROADWAY – REMOVAL OF TREES STUMPS + NEW PLANTINGS

The project has commenced and is forecasted to be completed by October 31st. The new trees are ivory silk lilacs, (6 each), with engineered soil and a proper irrigation tube. There are 8 additional sites to be excavated and replanted pending budget review. Management is working with the contractor to determine if this can be accomplished within the FY2025 capital budget – if not; this work will be carried over into FY2026.

There were no action items.

13.1.2 CAPITAL EXPENSES YEAR TO DATE

The following items have been purchased, installed, ordered and/or in operation – or the works are in progress:

Sequoia Tree Service – RED program expenses \$2,500, PCS Computer – reception workstation, Polycon tele-conference system including installation, mobile power washing unit, Knelson Construction – streetscape work \$9,000 +/-, LED snowflakes \$3,500, iMac workstation \$1779, and miscellaneous items totalling \$3,100.



Downtown Tillsonburg Business Improvement Area

MINUTES – OPEN SESSION

Special Meeting - Board of Management

Monday, October 20th, 2025

4:00 pm 10-164 Broadway, Tillsonburg Web link - <https://us02web.zoom.us/j/4147170612>

1. CALL TO ORDER AT: 4:04 pm

Quorum: Yes – 7 of 9

Members present: A. Biggar, M. Bossy, B. Parsons, H. Vallee, B. Thompson, W. Cameron, E. Odorjan

Regrets: M. Tedesco, J. Van Campen

Staff present: M. Renaud, V. Fortner

2. MOTION TO ADOPT THE AGENDA AS AMENDED

Moved by: M. Bossy

Seconded by: H. Vallee

THAT the agenda as amended for the Special Board of Management meeting of October 20th, 2025; hereby be adopted.

CARRIED

3. DISCLOSURE OF PECUNIARY INTEREST

4. CLOSED SESSION – 4:07 pm

MOTION

Moved by: W. Cameron

Seconded by: B. Parsons

THAT the Board of Management moves into CLOSED SESSION for the purposes of:

239 (2)(b) Personal matters about an identifiable individual, including municipal or local board employees;

- Review of an allegation of harassment reported to the Board of Management and HR committee (historical context).
- Examination of the related HR investigation, including analysis of documentation and timelines.
- Review of findings and examination of all issues concerning a request under 239(3)(a) as outlined below.

239(3)(a) A request under MFIPPA;

- Review of an FOI request assigned as #2025-009 – Town of Tillsonburg.
- Discussion of historical handling of MFIPPA requests.
- Discussion of historical issues relating to former board members and FOI requests.

Note: Staff to record any direction(s) received by the Board of Management. Said direction to be approved in Open Session.

CARRIED

The Board of Management moved back into Open Session at 4:37 p.m.

5. STAFF REPORTS

5.1.1 PROPOSED BOUNDARY EXPANSION – FOLLOW UP FROM ECDEV MEETING

The Executive Director attended the Economic Development Advisory Committee meeting of 14 October 2025. There was a lengthy discussion at this meeting about “pausing” the process until such a time that an ad-hoc committee be established to revisit the proposed boundaries with more advanced consultation.



There was a consensus that a boundary expansion is necessary – it is a matter of examination of the natural features and other feedback from the business community as it affects industrial classified properties etc.

Staff has provided the BOM with the minutes from the ECDEV meeting of 14 October 2025.

Given the legislative requirements and time factor including consideration that 2026 is an election year; that the process for recommendation of perhaps a newly revised map; that the process not be considered for implementation until fiscal year 2027.

It is in the purview of the BOM to determine whether the process moves forward.

AMENDED MOTION

Moved By: H. Vallee

Seconded by: B. Thompson

THAT the Board of Management of the DTBIA receives the feedback and depositions from the ECDEV meeting as information and awaits further instructions through the Development Commissioner on next steps and by the next Board of Management meeting to be held on November 26th, 2025.

CARRIED

5.1.2 AGM PREPARATIONS

Staff will review the procedures, notifications and general information with respect to the upcoming AGM on Wednesday, October 29th, 2025, at 12 noon.

6. ITEMS RESULTING FROM CLOSED SESSION

MOTION

Moved By: M. Bossy

Seconded By: H. Vallee

THAT the recommendations from Closed Session; including actions recommended in report ED-FOI 2025-009; and actions recommended in report ED-HR 2025-10-02 and matters relating to the MFIPPA request; hereby be adopted.

CARRIED

7. CONFIRMATION OF PROCEEDINGS

MOTION

Moved by: B. Parsons

Seconded by: H. Vallee

THAT resolution 2025-010-0 to Confirm the Proceedings of the Special Board of Management meeting held on 20 October 2025, 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

8. ITEMS OF PUBLIC INTEREST

9. ADJOURNMENT

MOTION

Moved by: B. Parsons

Seconded by: W. Cameron

THAT the Special Board of Management meeting of October 20th, 2025, hereby be adjourned at 5:05 p.m.

CARRIED

232 2(b) PERSONAL MATTERS ABOUT IDENTIFIABLE INDIVIDUALS INCLUDING MUNICIPAL AND LOCAL BOARD EMPLOYEES

1. Applications received for vacant positions on the Board of Management.
2. Staffing update including onboarding of the new Digital Marketing & Activations Coordinator.
3. A review of individual team member performance and next steps.

231 2(c) A PROPOSED OR PENDING ACQUISITION OR DISPOSAL OF LANDS

An update and continued review of options to address space needs of the organization including a potential expansion of the offices to a second location in the downtown area.

6. MARKETING

6.1.1 MONTHLY REPORT

Staff will review the monthly report including all upcoming events for Q1 which includes a review of the both the most recent events and the upcoming planning associated with the following:

Valentine's Day Pub Shammy Easter TurtleFest

The TurtleFest Organizing Committee, (TOC), has endorsed a fully-cost reimbursed plan for the BIA to onboard a contracted, term-limited individual to oversee the digital marketing and associated activities regarding planning and production for the 2026 TurtleFest event. There will be no cost impact to the BIA organization. The wages are covered through an agreement with Employment Ontario/MSC. The BIA will receive full reimbursement for all costs associated with this FTE.

MOTION

Moved by: B. Parsons Seconded by: B. Thompson

THAT the marketing report be received as information.

CARRIED

7. STAFF REPORTS

7.1.1 2-HOUR PARKING – IMPACT TO THE BIA ZONE

The board will recall that a BIA member has presented a proposal to Town council and to the town's Traffic Safety Advisory Committee regarding proposed changes to the policy of 2-hour free parking in the downtown BIA zone. The BIA team has reached out to members of the BIA to solicit feedback and to have general discussions regarding parking. One of the hallmarks of our downtown success story is the 2-hour parking and regulations/enforcement. Please see the attached report sent to town staff. Staff recommends that the 2-hour parking remain in place given that it is a proven tactic that supports downtown vitality, growth, and economic activity. The downtown parking demand continues to increase as supported by the metrics as supported by the most recent reporting by the Canadian Urban Institute; Environics Analytics and increased traffic counts as recorded by the Town of Tillsonburg and MTO.

Discussion: The Development Commissioner presented his feedback and data referencing the 2018 downtown parking study and the metrics contained within the report about our downtown from the Canadian Urban Institute. Taking these facts into consideration; an amended resolution was placed on the floor as follows:

MOTION AS AMENDED

Moved by: J. Young

Seconded by: E. Odorjan

It is recommended that the parking by-law be amended to permit 3-hour parking on Saturdays only with the BIA zone. The BIA proposes this temporary adjustment for a one-year trial period to the Council of the Town of Tillsonburg. Throughout the trial period, the change will be monitored by the BIA, BIA member businesses, and town staff to assess its effectiveness and determine any positive or negative impacts, Following this evaluation, consideration will be given the making the amendment permanent.

CARRIED

8.0 PLANNING APPLICATIONS

8.1.1 APPLICATIONS FOR OFFICIAL PLAN AMENDMENT, DRAFT PLAN OF SUBDIVISION AND ZONE CHANGE – OP 25-19-7, SB 25-03-7 & ZN 7-25-15 (1000509145 ONTARIO INC.)

This planning application is expected to substantially and materially affect the downtown core area should the proposed “box-style” stores, as detailed in the report and application, receive approval. It is recommended that the Board of Management direct staff to forward correspondence to the County Planning Department, outlining the concerns identified.

The inclusion of a residential component is a positive aspect, contributing to overall economic development. The BIA supports progression of the development, provided amendments are made to address areas of non-compliance with the Official Plan; subject to agreement between the parties involved. As presented to Town Council during the January budget meeting, it remains a priority to expand the central core area to facilitate further retail, commercial, and high-density residential growth. Fragmenting the retail sector into other town areas could negatively impact the long-term viability and functionality of the central core area. The board determined that there should be a consistent approach to the development and model an agreement following the precedents for the Rock Developments project at 678-680 Broadway in 2003; and as per the recent positive approach to the development of a medical clinic within the Roulston’s Pharmacy and Dollarama new store both in the Northgate Plaza located at 671 Broadway.

AMENDED MOTION

Moved by: B. Parsons

Seconded by: J. Young

THAT the Board of Management advises the County of Oxford Planning Department of the concerns expressed regarding the negative impacts and hollowing out of the function of the central core area and that staff be directed to work with the applicant + County Planning to facilitate an agreement modeled after those that facilitated the Sobey’s development at 678-680 Broadway and Northgate Plaza development at 671 Broadway, in the Town of Tillsonburg.

CARRIED

8.1.2 MINOR VARIANCE APPLICATION A07-25, McDONALD'S RESTAURANTS OF CANADA LTD. Pt LOT 7, CON 7 DEREHAM, PART 1, PLAN 41R261, TILLSONBURG – 693 BROADWAY, TILLSONBURG

The DTBIA received a late circulation from the town's Development Technician regarding a minor variance application requesting approval to change the queuing requirements to abut the residential development to the west of the subject property. Staff has no objections to the request for minor variance. In the spirit of cooperation, staff recommends a motion in support of the application.

AMENDED MOTION

Moved by: M. Tedesco

Seconded by: B. Thompson

THAT the Downtown Tillsonburg BIA supports the minor variance application for McDonald's Restaurant of Canada Ltd. for municipal address 693 Broadway, Tillsonburg; given the small footprint of the development and the minor nature of the request.

CARRIED

9.0 FINANCE

9.1.1 YEAR-END 2025 PREPARATIONS

The target date for completion of all reconciliations is 31 January. The co-op student is diligently working on the files with the bookkeeper.

There have been some issues with QBO not functioning correctly including glitches that have replicated certain transactions. We are currently working to identify and fix these issues without delay.

9.1.2 2026 FY BUDGET & BUSINESS PLANS

With the budget and business plans being approved by the town; the team will be implementing the tactics and engage with the membership on execution of the business plan.

9.1.3 AUDIT PREPARATIONS

Michael Leighfield will be responsible for organizing the necessary items, checklists, documentation, and files for the audit. He was instrumental in the organization and excellent in preparations during the 2025 audit.

All additional signing authorities, including former board members, will be removed as detailed in a separate memo to CIBC.

Note: Any 2 signatures are required to effect financial instruments including cheques; transferring funds; sending wires for the gift card wallet; etc.

10.1.2 STRATEGIC PLAN

Board member Bossy and the ED would like to carry one with the unfinished elements of the STRATPLAN to bring a report and recommendation to the full Board of Management for approval.

Target date: End of Q2.

The staff suggests proceeding with this initiative.

The board agreed to the suggestion. M. Bossy and the ED to bring a finalized recommendation back to a board meeting by the end of Q2.

10.1.3 BOARD RESIGNATIONS

The Executive Committee and staff received the resignations of Allison Biggar and Holly Vallee effective immediately.

On behalf of the entire BIA organization; we thank Allison and Holly for their many contributions during their tenure on the board.

The ED suggested an amendment to cover all three resignations recorded since the November 2025 board meeting.

AMENDED MOTION

Moved by: J. Young

Seconded by: B. Thompson

To advise the Council of the Town of Tillsonburg of the following resignations from the Downtown Tillsonburg BIA Board of Management:

Joost Van Campen

Allison Biggar

Holly Vallee

CARRIED

11.0 HUMAN RESOURCES

11.1.1 STAFFING UPDATE

Two team members have joined or will join soon:

Allan Fex: Ambassador (part-time), 15-week funded placement ending 04 May 2026 via Employment Ontario.

Alicia Laurin: Digital Marketing & Activations Coordinator, 30 hours/week starting 04 February 2026.

Both full-time employees received a 2% wage increase in the first FY2026 payroll.

The HR sub-committee and board are still required to develop pay scales for hourly staff and create a wage increase grid considering CPI and performance.

12.0 FAÇADE IMPROVEMENT PROGRAM

12.1.1 FIP PROJECT AND DISBURSEMENT UPDATE

All existing projects are fully completed. There are no new projects in the pipeline.

There remains the final payment of \$10,000 on 18-24 Oxford Street subject to available cash-flow. \$5,000 was paid on 31 December.

Total FIP project payments to be recorded in FY2025: \$72,079 as per the previous forecasts.

12.1.2 FIP PROPOSED PROGRAM CHANGES

The Development Commissioner has proposed changes to the FIP program in the spirit of continuous improvement and the realities of the increase(s) of the cost of construction. The Development Commissioner will review the report and solicit feedback from the board.

12.1.3 MINUTES AND DOCUMENTATION FROM FIP COMMITTEE

Please refer to the minutes and documentation from the last FIP committee meeting held on 17 January 2026.

13.0 OPERATIONS

13.1.1 TRACKING OF OPERATIONAL METRICS

The team continues to document all operational activities in accordance with the reporting requirements outlined in the recently renewed Memorandum of Understanding (MOU). Incidents involving negative public realm impacts, including the presence of needles and syringes, discarded garbage, and abandoned shopping carts, have increased. These occurrences are being systematically recorded as requested by the Town of Tillsonburg under the MOU.

Additional staffing hours have been allocated to support snow removal and the creation of accessible passageways from sidewalks to parking areas. Frequent issues with blocked AODA-compliant ramps, particularly on weekends, have been observed. BIA team members remain committed to ensuring these areas stay unobstructed.

Requests to remediate syringes and needles now occur daily, often necessitating urgent response and oversight by multiple staff members.

The incidence of dumped garbage and items left behind by social impacts also requires more careful and safe remediation.

Staff wants to ensure that we meet all our commitments as recently agreed to under the new 2026-2028 MOU. There are also new requirements for reporting back to the town to justify all the increased allocations.

12.1.2 MUNICIPAL STREET LIGHT POLES – ELECTRICAL ISSUES

Significant and serious electrical safety concerns have been identified which have negatively impacted our recently purchased LED snowflake lights. Multiple outlets were found to be damaged, and none of the poles are equipped with proper GFI outlets. Our supplier responded promptly by providing their own personnel and bucket truck to repair and replace defective units on site. Subsequently, it became necessary to purchase additional units to ensure all poles were properly illuminated. It has been determined that the damaged outlets may have contributed to electrical shorting, which required replacements as well as an extensive service call and repair invoice. The Executive Director will circulate pictures taken by Classic Displays during the board at the upcoming meeting.

13.0 CAPITAL PROJECT UPDATE

13.1.1 OFFICE IT INVESTMENTS TO DATE

The desktop system designated for the co-op student was acquired and installed ahead of their employment start date. In December 2025, the document imaging system was implemented under a lease agreement with OE London, following a provincial RFP, which secured the same favourable rate as obtained by the County of Oxford, University of Western Ontario, and City of Woodstock.

The copier is leased. Staff estimates that there will be significant savings with both staff and supply costs and increase productivity.

13.1.2 FORECASTED CAPITAL EXPENSES – Q1/2026

As per the approved budget and business plans; staff will procure through the purchasing policy; capital items with priority as follows:

Office IT: iMac workstations x 2 Branded trade show booth items

Power-washer: x 1 unit LED light bar for BIA truck: 1 unit

New LED light-bars for BIA work truck – to be installed upon in-service of the new truck which will be replaced pending a report and subsequent approval by the Board of Management.

The town did approve our request for a \$20,000 contribution to our capital expenditure plan for 2026.

The remaining capital items for 2026 will be purchased as needed and on a priority basis.

14.0 INFORMATION ITEMS

14.1.1 MINISTRY OF THE ATTORNEY GENERAL

Amendments to the Liquor License Act relating to “tailgate events” and the public drinking of alcohol at special events designated by municipalities.

Note: TurtleFest is a family-friendly event, and the Organizing Committee is not pursuing this initiative.

Moved By: B. Thompson Seconded By: J. Young

THAT resolution 2026-001 to Confirm the Proceedings of the Board Meeting held on 28 January 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.

CARRIED

17.1 CONFIRMING RESOLUTION 2026-001; Meeting of 28 January 2026.

18.0 ITEMS OF PUBLIC INTEREST/ROUNDTABLE

19.0 ADJOURNMENT

Moved by: B. Thompson Seconded by: M. Tedesco

THAT the Board meeting of 28 January 2026, hereby be adjourned at 9:05 a.m.

CARRIED

MKE 26-01-01

Marketing Team Update

The Marketing Team has continued to grow and strengthen over the past month. We are pleased to officially welcome Alicia Laurin, our new Social Media and Activations Coordinator. Alicia will play a key role in elevating our digital presence, increasing engagement across platforms, and supporting event activations throughout the downtown core.

We also welcome Tamara Cooper, who has joined the team on contract through the Multi-Service Centre. Tamara's primary focus is TurtleFest 2026. With her strong background in graphic design, she will be spearheading the creation of major event assets including (but not limited to):

- Stage banners
- Sponsorship recognition signage
- Event schedules
- Posters and promotional materials
- Branded event graphics

This expansion of our team significantly increases our in-house creative and execution capacity as we move into very active spring and summer seasons.

Overview of Q1 Events/Activations

Valentines Day Pop-Up

On Friday, February 13th the BIA hosted a Valentine's Day pop-up activation in partnership with the Tillsonburg Town Centre. The primary objective of this initiative was to increase awareness and usage of the Downtown Tillsonburg Gift Card Program.

Shoppers were invited to purchase a minimum \$10 Downtown Gift Card and, in return, receive a complimentary box of chocolates and a ballot entry for a Valentine's Gift Basket featuring items from downtown businesses. With the introduction of our new Global Payments terminal, we were able to sell 20 gift cards between 11:00 AM and 3:00 PM.

This activation marks the first of several planned pop-up initiatives in 2026 aimed at strengthening visibility and adoption of the Gift Card Program. We will continue to build momentum around this important project throughout the year.

Downtown Tillsonburg Pub Shammy

Pub Shammy returns to Downtown Tillsonburg on March 14th and continues to build excitement within the community. We have once again secured the Shamrock Shuttle through A Universal Limo & Party Bus (formerly Dorchester Limo), providing safe transportation between participating locations.

Participating Businesses:

1. Birds Golf Sports Lounge
2. Boston Pizza
3. Carriage Hall
4. Jack's Snooker Club
5. Kelsey's Original Roadhouse
6. Nectar Bistro & Bar
7. Tillsonburg Legion
8. The Copper Mug

Pub Shammy 2026 will feature a variety of different activities to encourage participation and cross-traffic between businesses. Official Pub Shammy T-shirts showcasing this year's logo, slogan, and participating business logos (opt-in) are currently available for purchase, helping to build excitement and event visibility. Pub Shammy Bingo Cards, along with promotional posters, will be distributed next week to increase awareness and build anticipation for the upcoming event. Each participating business is required to offer a featured drink priced between \$4 and \$9. They are also encouraged to host activities such as photo booths, giveaways, interactive games, and live entertainment, creating a memorable night for participants.

Pub Shammy has grown into a highly anticipated annual event that drives foot traffic, supports hospitality businesses, and creates a memorable downtown experience for residents and visitors.

Over the past two years, there have been repeated requests from both participants and businesses to introduce an additional pub crawl, potentially in the fall season. This opportunity may be explored further and brought forward for Board discussion at a later date.

Upcoming Events/Activations for Q2

Easter Colouring Contest

Local artist, Stella Jurgen, has been selected as the 2026 Downtown Tillsonburg Easter Colouring Contest designer. Her artwork will be submitted March 1st, printed, and distributed to downtown businesses for public participation. The submission deadline for completed colouring pages is March 30th and the winner will receive an Easter-themed goodie basket featuring downtown items.

Tillsonburg TurtleFest: Marketing & Communications Update

Planning for TurtleFest continues. Downtown Tillsonburg BIA members have received a vendor application form, along with a detailed letter outlining 2026 vendor rate adjustments and submission deadlines. These communications were delivered both in-person and digitally via Constant Contact to ensure maximum clarity and reach.

Current marketing and planning efforts include event poster design (led by Tamara Cooper), ongoing sponsorship outreach by BIA staff and the TurtleFest Committee, social media and website updates, and the development of the new 2026 T-shirt design. Entertainment booking is underway, with the headlining act tentatively selected and awaiting approval from the entire TOC. Additionally, street layout refinements are in progress.

TurtleFest remains one of our most significant economic and community-building initiatives, and marketing efforts are being ramped up to maximize its impact.

Ongoing Member Communications

- Continued social media promotion of members and events
- Direct outreach to businesses regarding activations and participation opportunities
- Downtown Dispatch communications via Constant Contact
- Policy development (see below)

Youth Engagement

On February 4th, the Events & Marketing Coordinator met with the Town of Tillsonburg Youth Advisory Committee. During this meeting an overview of the BIA's role and responsibilities was presented and feedback from the Youth Advisory Survey was discussed. A key takeaway from the survey was that many youth feel there is limited shopping targeted toward their demographic in the downtown core. One concept discussed was introducing a local version of the SPC (Student Price Card), a youth-focused discount program that encourages student spending within downtown businesses.

Next steps include a business interest survey being distributed in Q2 and, if supported, we will explore development and launch strategy.

This initiative offers an opportunity to enhance youth engagement and drive downtown traffic, while addressing the identified challenge of young residents leaving town and not returning after post-secondary

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

Downtown Tillsonburg BIA Sponsorship Policy

1. Purpose

The purpose of this policy is to establish a transparent and consistent framework for recognizing and acknowledging sponsors who provide financial or in-kind support to the Downtown Tillsonburg Business Improvement Area (BIA). Sponsorships help support BIA programs, events, marketing initiatives, and community improvements.

2. Scope

This policy applies to all sponsorships accepted by the Downtown Tillsonburg BIA, including cash donations, event sponsorships, program sponsorships, and in-kind contributions with an assigned fair market value.

3. General Principles

- Sponsorship recognition is acknowledgment, not advertising exclusivity.
- All sponsorship placements are subject to availability and brand standards.
- Sponsorship benefits are valid for one calendar year unless otherwise agreed in writing.
- The BIA reserves the right to refuse sponsorships that conflict with its mandate or values.

4. Sponsorship Tiers & Benefits

The following table provides a quick reference summary of sponsorship tiers and associated benefits. Detailed recognition is subject to operational feasibility and final approval.

Tier	Annual Contribution	Company Truck Logo	Streetlight Banners	Email Blasts	Website Listing
Platinum	\$5,000+	✓ Prominent	✓ Included	✓ Minimum 8	✓ Priority Placement
Gold	\$2,500 – \$4,999	—	✓ Select	✓ Minimum 4	✓ Standard
Silver	\$1,000 – \$2,499	—	—	✓ Minimum 2	✓ Standard
Bronze	\$500 – \$999	—	—	—	✓ Name Only

5. Logo & Brand Standards

All sponsor logos must be supplied in an approved digital format and comply with Downtown Tillsonburg BIA brand standards. The BIA retains final approval over logo placement, sizing, colour treatment, and usage context.

6. Exclusivity

Unless explicitly stated in a written agreement, sponsorships are non-exclusive and the BIA may accept multiple sponsors within the same category.

7. Term & Review

Sponsorship recognition typically applies for the calendar year (January 1 to December 31). This policy will be reviewed periodically by the BIA Board.

8. Approval Authority

Acceptance of sponsorships and assignment of benefits is subject to approval by the Executive Director or designate.

9. Board Adoption

Adopted by the Downtown Tillsonburg BIA Board on: _____

Board Chair Signature: _____

Report to the Downtown Tillsonburg BIA Board of Management

Subject: Work Truck Replacement – Lease Options and Staff Recommendation

Prepared by: Mark Renaud, Executive Director

Date: February 5th, 2026

1. Purpose of Report

The purpose of this report is to provide the Downtown Tillsonburg Business Improvement Area (BIA) Board of Management with an overview of available lease options for the replacement of the BIA's work truck and to present a staff recommendation based on cost, timing, operational need, and market conditions.

2. Background and Operational Need

The BIA work truck is an essential operational asset that supports downtown maintenance and service delivery activities on a **365-days-per-year basis**.

These responsibilities are formalized through the recently renewed **three-year Memorandum of Understanding (MOU)** between the Downtown Tillsonburg BIA and the Town of Tillsonburg, under which the BIA is responsible for a range of maintenance and operational services within the downtown core.

Maintaining a reliable work vehicle is critical to meeting these obligations efficiently and without service interruption.

The truck is also used for reliable transportation to events and activities throughout all seasons, used in regional parades, etc.

The truck also needs to be equipped with an integrated trailer brake control system to properly tow the 16' cargo trailer which is owned by the BIA.

The truck will be equipped with warning lights and signage to alert other motorists of the work being done within the BIA zone including irrigation, deployment of public realm assets, transportation of various BIA activations assets including TurtleFest.

3. Market Conditions and Timing Considerations

Current market conditions indicate a potential vehicle supply disruption due to several compounding factors, including:

- Ongoing tariff uncertainty
- Silica supply constraints between China and the United States
- Broader international trade policy impacts

These factors present a **looming vehicle shortage**, like conditions experienced during the COVID-19 era. As a result, execution of a lease agreement is advisable to secure availability, pricing incentives, and delivery timelines.

4. Lease Options Overview

Staff have obtained the following lease options from **DeGroot-Hill Chevrolet-Buick-GMC Ltd.:**

Option 1 – Purchase Agreement on or after March 1, 2026

- No \$2,500 truck trade-in bonus & therefore the base lease cost increased by \$2,500
- 27-month lease term
- Monthly lease payment: **\$845.82** includes HST
- Lease interest rate: **1.9%**
- Includes manufacturer price discounts totaling **\$1,265.49**

Option 2 – Purchase Agreement prior to February 28, 2026

- \$1,000 MSRP discount adjustment
- \$2,500 truck trade-in bonus
- 24-month lease term
- Monthly lease payment: **\$800.61** includes HST
- Lease interest rate: 1.9%
- Price includes manufacturer price discounts totaling **\$1,265.49**

Option 3 – Purchase Agreement prior to February 28, 2026

- **\$1,000 MSRP** discount adjustment
 - **\$2,500 truck trade-in bonus**
 - \$300 cash incentive
 - Price includes manufacturer price discounts totaling \$1,265.49
 - 27-month lease term, 3 extra months reduces payment and costs for turnover of decals etc.
 - Monthly lease payment: **\$751.30** includes HST
 - Lease interest rate: 1.9%
-

5. Financial Considerations

- **Option #3 represents the lowest overall monthly lease cost.**
- This option reflects a **1% increase in the monthly lease rate compared to the existing 2024 truck lease.**
- The truck lease costs, along with operating and insurance expenses, continue to be **offset through the BIA's truck sponsorship program**, enhanced MOU contribution from the Town of Tillsonburg and in-kind/contra commitments.
- The cost of removing the existing decals is an internal labour item, no external cost and has no material impact to our cost structure.
- The cost of applying the new BIA graphics and sponsor logo/decals is included the 2026 budget/business plans.
- Truck sponsorship – **rolling annual cash commitments \$7,500 +/-**
- Truck sponsorship – **community and contra commitments \$5,000**
- Apportionment from marketing budget – a significant feature of the truck graphics is the black and teal wrap including DTBIA social media channels following established brand standards
- Apportionment from MOU – the town-funded document provides an additional \$1,618.11 for month maintenance obligations including operating costs for the maintenance program.
- Cost savings from the LED light program: \$2,000+ of shipping costs mitigated with all fixtures being picked up at the supplier in Mississauga and delivered to Tillsonburg.

6. Supplier and Sponsorship Considerations

When the truck sponsorship program commenced in 2020, the team reached out to Stauffer Motors (Ford dealership); Eichenberg Motors, (Chrysler/Dodge/Jeep/Ram dealership) and DeGroote-Hill Chevrolet-Buick-GMC Ltd. (Chevrolet, GMC, Buick dealership).

At that time; the only interested supplier/vendor was DeGroote-Hill.

DeGroote-Hill Chevrolet-Buick-GMC Ltd. is:

- A local Tillsonburg supplier
- A continuing sponsor of the BIA work truck program (consistently from day one)
- A Silver-level sponsor of **TurtleFest** and other community and Town-supported events

Continuing this relationship supports local business, reinforces sponsorship partnerships, and aligns with the BIA's broader economic development objectives.

DeGroote-Hill participates in other BIA events from time to time, participates in the nighttime Christmas parade bolstering the downtown's importance as the community hub.

This partnership also demonstrates the **credibility of the program** and has spawned additional revenues over the entire program timeline.

7. Community support and benefit

Beyond the maintenance and marketing benefits of the BIA truck; the vehicle is also used for various community activities and events.

Since inception of the program, the truck has benefited downtown groups and organizations. The truck has been used to transport various assets to and from activations including:

- Fencing
- Tables, chairs & benches
- Loaning of BIA assets to functions at:
 - The Station Arts Centre
 - Tillsonburg Town Centre
 - Tillson Family Parkette
 - Annandale House
 - TurtleFest

8. Staff Recommendation

Based on cost efficiency, lease term value, market timing, operational necessity, and supplier relationship considerations, **staff recommend:**

- Proceeding with **Option #3**
 - Leasing the replacement work truck from **DeGroot-Hill Chevrolet-Buick-GMC Ltd.**
 - Executing the purchase agreement **prior to February 28, 2026**, to secure all available incentives and mitigate supply-chain risk and to obtain the lowest monthly payment.
 - DeGroot-Hill has renewed their sponsorship as of December 1st, 2025, for a one-year term which is the **7th consecutive year of support of the BIA.**
-

8. Conclusion

Approving Option #3 ensures continuity of essential downtown services, secures the most financially advantageous lease terms, and protects the BIA from potential vehicle supply shortages.

The recommended option aligns with both **operational requirements and fiscal responsibility** while maintaining strong local supplier and sponsorship relationships.

The team will continue to promote the truck as a valuable advertising medium and providing another asset that demonstrates the **professionalism and visibility of the entire BIA zone.**

TurtleFest 2025

Costs incurred by the BIA

Updated February 2026

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Management labour cost													
M. Renaud	time allocation	0.22	0.18	0.18	0.21	0.25	0.4	0.1	0.1	0.1	0.1	0.1	0.1
Monthly wage		\$ 1,375.00	\$ 1,125.00	\$ 1,125.00	\$ 1,312.50	\$ 1,562.50	\$ 2,500.00	\$ 625.00	\$ 625.00	\$ 625.00	\$ 625.00	\$ 625.00	\$ 625.00
Cumulative	n/a	\$ 1,375.00	\$ 2,500.00	\$ 3,625.00	\$ 4,937.50	\$ 6,500.00	\$ 9,000.00	\$ 9,625.00	\$ 10,250.00	\$ 10,875.00	\$ 11,500.00	\$ 12,125.00	\$ 12,750.00

V. Fortner	time allocation	0.28	0.39	0.4	0.85	0.85	0.85	0.1	0.1	0.1	0.1	0.25	0.1
Monthly wage		\$ 1,353.33	\$ 1,885.00	\$ 1,933.33	\$ 4,108.33	\$ 4,108.33	\$ 4,108.33	\$ 483.33	\$ 483.33	\$ 483.33	\$ 483.33	\$ 1,208.33	\$ 483.33
Cumulative	n/a	\$ 1,353.33	\$ 3,238.33	\$ 5,171.66	\$ 9,279.99	\$ 13,388.32	\$ 17,496.65	\$ 17,979.99	\$ 18,463.32	\$ 18,946.65	\$ 19,429.99	\$ 20,638.32	\$ 21,121.65

Hourly wages:

Friday							\$ 390.82						
Saturday							\$ 1,850.95						
Sunday							\$ 455.95						

Other

Office costs:

office supplies							\$ 38.00						
ink cartridges							\$ 219.22						
paper							\$ 46.83						

Total incurred costs by the BIA: **\$36,873.42**

Report to the Board of Management

Re: Outstanding Cash Flow Items – Q1 2026

Date: February 12, 2026

1. Purpose

The purpose of this report is to provide the Board of Management with a summary of outstanding receivables and anticipated inflows impacting the BIA's cash flow position for the first quarter of 2026.

These items represent approved revenues, levy transfers, MOU-related payments, and program reimbursements that are expected but not yet received as of the date of this report.

2. Summary of Outstanding Receivables – Q1 2026

Description	Amount (CAD)	Notes
Q1 Municipal Tax Levy	\$60,020.00	First quarterly levy installment that covers January – February – March 2026
March MOU Payment	\$4,912.00	Per approved MOU + budget
2025 Public Sector HST Rebate	\$16,286.80	Awaiting reimbursement subject to audit completion
TurtleFest MOU Payment 2025	\$18,436.71	Finalized - awaiting consideration and approval by the Board of Management
2026 TOC MOU Expenses – Q1 (estimate)	\$6,103.20	Estimated reimbursable expenses on an interim basis to February 2026

Description	Amount (CAD)	Notes
Employment Support Program – Multi-Service Wage Subsidies	\$7,496.00 +/-	Estimated subsidy receivable for 3 MSC placements (ML/AF/TC)
Other Receivables	\$2,180.00	Miscellaneous outstanding amounts
Town capital contribution	\$20,000.00	Approved at January 2026 council meeting
Total Outstanding Receivables	\$135,434.71	

Note: Wage subsidy amount is estimated and may vary slightly upon final reconciliation. The terms and conditions for each MSC placement vary with contractual obligations.

3. Cash Flow Considerations

The above receivables represent a significant portion of anticipated Q1 cash inflows. Timing of receipt, particularly for:

- Municipal levy transfers
- HST rebate processing
- Wage subsidy reimbursement
- Other ongoing and revolving receivables

...will directly impact operating liquidity in the first quarter.

The largest single inflow remains the Q1 municipal levy installment (\$60,020), followed by the TurtleFest MOU recovery and the HST public sector rebate.

4. Risk & Monitoring

- **Levy timing:** Dependent on municipal transfer schedule.
- **HST rebate:** Subject to town processing timelines.
- **Wage subsidies:** Dependent on approval confirmation and final claim submission.
- **MOU recoveries:** Dependent on compliance and invoicing timelines.



Administration will continue to monitor receivables and provide updates should there be any material delays.

All items are subject to oversight and analysis by the finance and audit team.

5. Conclusion

As of Q1 2026, the BIA is anticipating total receivables of approximately **\$135,434.71**. While these funds are expected, cash flow timing remains an important operational consideration.

The Board will be updated at the next financial reporting cycle regarding the status of collections and any variances from projected amounts.

Respectfully submitted,
Administration

Debt payment summary

Downtown Tillsonburg BIA

February 1st, 2026

*updated as per approved budget.

	<u>2024</u>			<u>2025</u>			<u>2026</u>	<u>2027</u>	<u>2028</u>	<u>2029</u>
Streetlights	\$ 6,695.58	Q2	paid	\$ 6,502.33	Q2	paid	\$ 6,314.25	\$ 6,126.17	\$ 5,939.12	\$ -
	\$ 6,601.03	Q4	paid	\$ 6,411.91	Q4	paid	\$ 6,222.79	\$ 6,033.68	\$ 5,844.56	\$ -
2023 capital loan	\$ 5,466.55	Q1	paid	\$ 5,466.55	Q1	paid	\$ 5,466.55	\$ -	\$ -	\$ -
	\$ 5,466.55	Q3	paid	\$ 5,466.55	Q3	paid	\$ -	\$ -	\$ -	\$ -
Total annual payments	\$ 24,229.71			\$ 23,847.34			\$ 18,003.59	\$ 12,159.85	\$ 11,783.68	\$ -
Remaining debt outstanding:	\$ 65,794.46			\$ 41,947.12			\$ 23,943.53	\$ 11,783.68	\$ -	\$ -

Notes on the above schedule:

- 1) These items have defined terms and cannot be paid off early.
- 2) The Board of Management has adopted a "no new debt" guideline.
- 3) Any future monies borrowed needs to follow the Municipal Act/County of Oxford Restructuring Act.
- 4) All current debts are fully retired by end of year 2028.
- 5) All amounts listed are included in the updated 5-year financial forecasts/plans.

The Economic Impact of Tillsonburg TurtleFest 2025 in Tillsonburg (546) in 2025

**This report was generated by
the Ontario Ministry of Tourism, Culture and Gaming TREIM model**

August 12, 2025

Note: The Ministry of Tourism, Culture and Gaming does not take any responsibility for inputs that the user has provided, nor for the interpretation of the results.

1. Introduction

This report provides an estimate of the economic impact that Tillsonburg TurtleFest 2025 is expected to have on Ontario's economy, in terms of Gross Domestic Product, employment and taxes generated. The analysis is based on the following information the user has provided to the MTCS Tourism Regional Economic Impact Model:

Number of Visitors for Activity (or Event) of Type Festivals/Fairs

	Total Number of Visitors	Same Day (% of visitors' origin)	Overnight (% of visitors' origin)	Average Length of Stay (nights)
Ontario	14,175	80.00%	20.00%	1
Rest of Canada	60	50.00%	50.00%	1
USA	15	50.00%	50.00%	1
Overseas	10	10.00%	90.00%	2
Total	14,260			

The user also has selected the following parameters:

- The visits take place in Tillsonburg (546) in 2025
- The impact is to be shown for Tillsonburg (546)
- Induced impacts of household spending are included
- Induced impacts of business investment are included
- Local government property tax revenue impacts are excluded

2. Summary of Findings

Table 1. Economic Impacts of Tillsonburg TurtleFest 2025 in Tillsonburg (546) in 2025 (in dollars)

	Tillsonburg (546)	Rest of Province
Total Visitors' Spending	\$1,446,623	
Gross Domestic Product (GDP)		
Direct	\$707,843	\$0
Indirect	\$103,741	\$104,845
Induced	\$143,199	\$127,014
Total	\$954,783	\$231,859
Labour Income		
Direct	\$352,472	\$0
Indirect	\$69,511	\$65,397
Induced	\$84,004	\$84,169
Total	\$505,988	\$149,566
Employment (Jobs)		
Direct	9	0
Indirect	1	1
Induced	1	1
Total	11	2
Direct Taxes		
Federal	\$124,073	\$0
Provincial	\$220,873	\$0
Municipal	\$3,298	\$0
Total	\$348,244	\$0
Total Taxes		
Federal	\$174,554	\$33,245
Provincial	\$256,663	\$23,048
Municipal	\$4,512	\$1,357
Total	\$435,729	\$57,650

Table 2. Economic Impacts of Tillsonburg TurtleFest 2025 in Tillsonburg (546) on GDP by industry (in dollars)

Industry	Impact on Tillsonburg (546)		Impact on Rest of Province	
	Direct GDP	Total GDP	Direct GDP	Total GDP
Crop and Animal Production	\$0	\$1,025	\$0	\$2,941
Forestry, Fishing and Hunting	\$29	\$556	\$0	\$260
Mining and Oil and Gas Extraction	\$0	\$2,164	\$0	\$2,971
Utilities	\$0	\$8,806	\$0	\$3,202
Construction	\$0	\$6,736	\$0	\$20,742
Manufacturing	\$0	\$8,367	\$0	\$34,948
Wholesale Trade	\$0	\$6,089	\$0	\$28,694
Retail Trade	\$61,208	\$84,916	\$0	\$11,374
Other Transportation and Warehousing	\$8,121	\$14,380	\$0	\$29,722
Ground Passenger Transportation (excl. Rail)	\$2,099	\$2,869	\$0	\$1,941
Information and Cultural Industries	\$0	\$4,699	\$0	\$16,317
Other Finance, Insurance, Real Estate and Renting and Leasing	\$2	\$42,436	\$0	\$34,887
Car Renting and Leasing	\$827	\$2,418	\$0	\$643
Owner Occupied Housing	\$0	\$35,483	\$0	\$5,151
Professional, Scientific and Technical Services	\$0	\$15,362	\$0	\$11,661
Other Administrative and Other Support Services	\$0	\$11,782	\$0	\$4,955
Travel Agencies	\$0	\$1,009	\$0	\$409
Education Services	\$2,990	\$9,294	\$0	\$2,049
Health Care and Social Assistance	\$986	\$10,870	\$0	\$2,323
Arts, Entertainment and Recreation	\$136,151	\$141,285	\$0	\$1,135
Accommodation Services	\$28,368	\$28,817	\$0	\$280
Food & Beverage Services	\$156,992	\$161,590	\$0	\$4,199
Other Services (Except Public Administration)	\$22,644	\$29,719	\$0	\$2,885
Operating, Office, Cafeteria, and Laboratory Supplies	\$0	\$0	\$0	\$0
Travel & Entertainment, Advertising & Promotion	\$0	\$0	\$0	\$0
Transportation Margins	\$0	\$0	\$0	\$0
Non-Profit Institutions Serving Households	\$14,653	\$17,854	\$0	\$537
Government Sector	\$13,192	\$19,812	\$0	\$3,685
Net Indirect Taxes on Production	\$259,579	\$286,445	\$0	\$3,948
Total	\$707,843	\$954,783	\$0	\$231,859

Appendix:

The Economic Impact of Visits in Tillsonburg (546) and, if applicable, the rest of Ontario: since no Ontario region is economically self-sustaining, in order to produce the goods and services demanded by its visitors, it will need to import some goods and services from other regions. As such, some of the economic benefits of the visitors' spending in Tillsonburg (546) will spill over to the rest of the province and to regions outside Ontario. Impacts outside Ontario are not estimated by the TREIM.

Gross Domestic Product (GDP): value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. GDP is measured at market prices which include net indirect taxes on products. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

Direct impact: refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

Indirect impact: refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

Induced impact: refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

Employment: refers to number of jobs, it include full-time, part-time, seasonal and temporary employment (based on the share of the year worked), for both employed and self-employed workers.

Federal tax revenues: include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that is collected by the federal government.

Provincial tax revenues: include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that is collected by the Ontario provincial government.

Municipal tax revenues: include business and personal property and education taxes that are collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

Industry: The industry follows Statistics Canada's North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.