



Downtown Huntsville BIA
BOARD OF MANAGEMENT MEETING
HYBRID MEETING (Partner’s Hall/Zoom)

MINUTES: Thursday, July 13, 2023

7:30 am – 9:00 am

Nate Smith, Lindsay Buttus, Will Lougheed, Sarah Downes, Rachel Hunt, Helena Renwick, Steve Campbell, Christina Clarke, Chandler Jolliffe, Nancy Wenger Lauren MacDermid (Town Staff), Ellen Selby (BIA Staff),

- 1. **Call to Order** Rachel Hunt 7:32
- 2. **Land Acknowledgement** Sarah Downes

3. **Declaration of Conflict of Interest**

4. **Motion to Accept the Agenda**

Moved by Steve Campbell

Seconded by Lindsay Buttus

CARRIED

5. **Motion to Accept June Meeting Minutes**

Moved by Steve Campbell

Seconded by Councilor Renwick

CARRIED

6. **Parking Proposals: Dara Howell Way, Valet Parking, & Parking Garage** Ellen Selby

BIA is going to Council to reopen Dara Howell Way as motioned at last meeting, and to update council on valet parking pilot, parking survey results.

Lauren MacDermid: consider boat shuttles to town docks/investigating tourism optimized transportation like bikes, horses, etc.

Councilor Renwick: Could we run a shuttle from the Summit Centre?

Chandler Joliffe: Do we know how many spaces we need?

Councilor Renwick: An updated parking study should not include private spaces should be conducted during July/August.

Chandler Joliffe: Can we get more bike racks downtown?

Lauren MacDermid: There are currently three, can BIA follow/repost Town social media updates about the bike rack?

Nate Smith: There is a safety issue here, people don’t feel safe working late, people will make turns and stops in the street looking for spots. A shuttle from Summit Centre might also help staff park further away safely at night.

Consider e-bikes, scooters.

7. Streetscape Furniture Update

8. Finances

Steve Campbell

- Monthly Report June
 - Not much activity in June
 - Reserves fluctuate for bookkeeping
 - Asking Town about being able to take e-transfer

9. Town Budget Request List

Is there anything we know we want to ask Town to include in their budget other than benches, maybe more flowers up main street?

Steve Campbell: More lighting and holiday decorations

Will Lougheed: Wayfinding, parking, etc. Contributions to murals?

-This is being proposed to HMATA as a tourism project.

-Lauren MacDermid: Wayfinding is under way, "circuit A" planning is finished. Next board meeting, we will discuss the arch sign by Walmart & approve language.

-Councilor Renwick: Need to change signage from Town Centre to Downtown Huntsville

10. Reports – New Business Only

a. Town Report

Helena Renwick

Park washrooms came in over budget, deferred until the end of July

Town is investigated costs and options

Has the BIA heard complaints from the community?

Not many.

Town still considering cost and location for rainbow crosswalk, BIA submitted letter of support

b. Chair's Report

Rachel Hunt

Iron Man Event, should this be moved back downtown?

-BIA in previous years found street closure was not good for business

Street Activation for Iron Man

-Nate Smith: We should not compare this year to last year's post covid boom, this is more like a return to normal. Also seeing a return of international travelers.

-Lauren MacDermid: Tri-Muskoka is great for community band recognition. It brings people to this area who might otherwise not come, it's a challenging course.

-Rachel Hunt: OBIAA Conference is next April 20-May 1, 2024. We should send staff.

c. Events and Promotions

Ellen Selby

Summer Market Update: We have hit our vendor goal, but still need more. Need COIs from businesses coming out on to the street.

-We need volunteers

-Macaroni Meeting scheduled for Wednesday, July 19 9:00 am.

d. HMATA Report

Rachel Hunt

-New HMATA BIA Representative

-Rachel Hunt to become staff rep, Will Lougheed to become alternate

e. **Staff Report**

-Offer was not accepted for Assistant position, hiring re-opened.

11. New Business

Steve Campbell: BIA should consider partnering with Huntsville Historical Society for Macaroni Festival to celebrate the town's history, get an updated history of the BIA. Downtown Huntsville is one of the oldest BIAs in Ontario, we should tell that story. History pamphlet has not been update since approx. 1998.

Nate Smith is leaving AO, and the BIA after nine years. Thank you, Nate!

Lindsay Buttus: We should come up with a way to explain the BIA on social media/to the public

Rachel Hunt: We should give updates to Council about what the BIA is doing, Steve Campbell suggests twice a year in spring and fall.

Motion: To use \$10,000 of Mural Reserve along with \$30,000 from HMATA to repair and update murals.

Moved by: Kelly Haywood/Rachel Hunt

Seconded by: Steve Campbell

CARRIED

12. Closed Session Municipal Act, 2001, 5.1 Section 239 (2) (b) Personal Matters Staff

Motion to enter Closed Session 8:53

Moved by Christina Clarke

Seconded by Steve Campbell

CARRIED

Discuss personal matters

Motion to end Closed Session 9:20am

Moved by Will Lougheed

Second by Christina Clarke

13. Next Meetings:

Events & Promotions – Thursday, August 3, 8AM (Partner's Hall (Hybrid Meeting – zoom and in person)

Board Meeting – Thursday, August 10, 7:30 AM – Partner's Hall (TBC) (Hybrid Meeting – zoom and in person)

14. Adjournment

Motion to adjourn 9:22

Moved by Will Lougheed

Seconded by Steve Campbell

