



Uptown Leamington BIA Board of Management Agenda

Wednesday, September 2nd, 2026 at 8:00 AM
5th Floor Boardroom, Central 33 Building
33 Princess St, Leamington

- 1. Call to Order**
- 2. Disclosures of Pecuniary Interest and General Nature Thereof**
- 3. Consent Agenda**
 - 3.1. Approval of Minutes
 - Minutes of the BIA Board of Management meeting held June 3, 2026.
 - 3.2. Report from Community Groups
 - 3.3. Report from the Leamington Chamber of Commerce
 - 3.4. Report from the Coordinator
- 4. Council Update from Municipal Council Representatives**
- 5. Report from the Treasurer**
- 6. Matters for Consideration**
 - 6.1. Renumeration for MSM history walks
 - 6.2. Video shoots/photography shoot + quotes
 - 6.3. Budget
 - 6.4. Board of Directors/Officer Vacancy
 - 6.5. Director Recruitment
 - 6.6. Christmas Décor & Potential Grant
 - 6.7. Strategic Plan
- 7. Adjournment**

That the Uptown Leamington BIA Board of Management adjourn until their next meeting held October 7, 2026.

8. Next Meeting

October 7, 2026, at 8:00 AM, 5th Floor Boardroom, Central 33 Building, 33 Princess St., Leamington



Uptown Leamington BIA Board of Management Meeting Minutes

Wednesday, June 3, 2026 at 8:00 AM

Council Chambers, Room 103
111 Erie Street North, Leamington

Members Present: Chad Robinson, Chair
Michelle Fortier, Vice Chair/Secretary
Louise Saad, Treasurer
Faith Monaco

Members Absent: Mayor Hilda McDonald
Councilor Anthony Abraham
Renee Daudlin-Iacobelli

Others Present: Cassandra Pilotte, Coordinator
Abbie Marchildon, Council and Committee Coordinator

Call to Order

The Chair called the meeting to order at 8:03 AM.

Disclosures of Pecuniary Interest and General Nature Thereof

Michelle Fortier declared a pecuniary interest for agenda item 6.7 & 6.8

Consent Agenda

Moved by: Michelle Fortier
Seconded by: Faith Monaco

1. That the Minutes of the BIA Board of Management meeting held May 6th be approved; and
2. That the Report from Community Groups, Leamington District Chamber of Commerce and the Coordinator be received.

Carried

Council Update from Municipal Council Representatives

None

Report from the Treasurer

Ms. Saad advised that we had received a lower-than-expected rental return deposit. She also mentioned that the only expenses on record were for the OBIAA conference. Mr Robinson brought up that we need to prepare the budget for September's meeting.

Matters for Consideration

6.1. By-law 01-26 being a by-law to amend By-law 01-21 being a by-law to provide procedural rules for the conduct of meetings of the Board of Management for the Business Improvement Area (Abbie Marchildon)

Ms. Marchildon brought forth the above-mentioned amendment to the BIA's procedural By-law which states that wherever the previous By-law mentioned "Clerk's duties" (in reference to administrative and secretarial duties) would now become the Secretary's duties, who has the ability to delegate these duties to the Coordinator.

Moved by: Michelle Fortier
Seconded by: Faith Monaco

That By-law 01-26 being a by-law to amend By-law 01-21 being a By-law to provide procedural rules for the conduct of meetings of the Board of Management for the Business Improvement Area be read a first, second, and a third time and finally enacted June 3, 2026.

Carried

6.2. Annual General Meeting Date and Location

Ms. Marchildon brought up that given that September is fast approaching and the administrative duties are changing that it would be best to decide on a time and place for our 2026 AGM.

Moved by: Faith Monaco
Seconded by: Louise Saad

That the 2026 Annual General Meeting of the BIA be held on Wednesday, September 30, 2026 at 5:30 PM at The Bank Theatre.

Carried

Ms. Pilotte mentioned that the transition has begun and she has now received some training and documents in order to be ready for the September 2026 meeting. She also brought up that though there are a couple of potential locations for our September meeting currently under review, it may be best to have a couple of other options on standby. Ms Pilotte also mentioned that the options under review should be at no charge, however she needs to confirm for certain. Mr Robinson brought up that the options we are looking at need to have reliable internet connection for the technology we are looking at acquiring for recording our future meetings. He also suggested that either the Leamington Arts Centre or The Bank Theatre would be options to look into should the options at 33 Central not be appropriate. Mr Robinson asked whether the Board felt that discussion regarding all the details involved with the transition with respect to actual time spend and the new responsibilities involved, and how that might affect the budget should be discussed at the September meeting. He stated that at that time a Closed Meeting should also be scheduled to discuss the details of the transition with respect to the Coordinator's new role and responsibilities and rate of pay.

6.4. Volunteer Board Member Recruitment

Mr. Robinson said that he and Ms. Pilotte had a discussion regarding volunteer board member recruitment and given that the municipal election cycle is coming up it would be best to use the next few months to gather options and motivate BIA members to participate. Ms. Fortier mentioned that we should make personal connections, in particular with the new members of our BIA district. She offered to assist in making those connections. Mr. Robinson also offered to assist in the procurement of new board members. Ms. Pilotte suggested having a Mixer that would serve as an educational and networking event to educate members on the BIA, what it does and how they can participate and/or take advantage of the BIA's mandates and offers. Mr. Robinson also suggested that we extend a special invitation to members of the BIA and community partners who've assisted the BIA in the past. Mr. Robinson suggested a \$300 budget to cover refreshments and snacks. He also suggested we take a walk after our event to help attendees connect with the BIA district firsthand. Mr. Robinson made a motion to allot \$300 to the event creation for volunteer board member recruitment.

Moved by: Michelle Fortier
Seconded by: Louise Saad

That the Board of Management allot \$300 to promote and organize an event regarding volunteer board member recruitment.

Carried

6.5. Strategic Plan

This item was not discussed at the Meeting.

6.6. Uptown Leamington BIA Enhancement Grant, Tony's Fine Jewellery

A BIA Enhancement Grant application was received from Tony's Fine Jewellery.

Moved by: Faith Monaco
Seconded by: Michelle Fortier

That the Board of Management approves the application for the full grant amount of \$1,500, pending receipt of the final portion of the application once work is completed.

Carried

6.7. Uptown Leamington BIA Enhancement Grant, The Bank Theatre (6 Erie Street South)

Ms. Fortier had a pecuniary interest and recused herself from this discussion.

A BIA Enhancement Grant application was received from The Bank Theatre.

Moved by: Fatih Monaco
Seconded by: Louise Saad

That the Board of Management approve the application for the full grant amount of \$1,500, pending receipt of the final portion of the application once the work is completed.

Carried

6.8. Uptown Leamington BIA Enhancement Grant, The Bank Theatre (10 Erie Street South)

Ms. Fortier had a pecuniary interest and recused herself from this discussion.

A BIA Enhancement Grant application was received from The Bank Theatre.

Moved by: Fatih Monaco
Seconded by: Louise Saad

That the Board of Management approve the application for the full grant amount of \$1,500, pending receipt of the final portion of the application once the work is completed.

Carried

6.9. Mill Street Market Event Series

Ms. Pilotte said that she had organized some historical walks that will take place during each market and that she will advertise for them on social media. Ms. Fortier

mentioned all of the music that has been arranged for the markets. Mr. Robinson and Ms. Fortier both agreed that the BIA's involvement has been much more aligned with our goals this year and next year should see even more improvements with regards to utilizing the markets to engage the BIA members and the community.

Adjournment

Moved by: Louise Saad
Seconded by: Faith Monaco

That the Uptown Leamington BIA Board of Management adjourn at 8:33 AM until their next meeting held September 2, 2026.

Carried

Leamington District Chamber of Commerce
BIA Report- September 2026
Chamber Update

As we move into a busy fall season, the Leamington District Chamber of Commerce continues to focus on supporting our members, advocating for our business community and creating opportunities for businesses to connect, Be Seen! Be Heard! Belong!

We continue to work collaboratively with our community partners, including the Leamington BIA, to support initiatives that strengthen our local businesses and contribute to a vibrant Leamington.

Past Events

90th Anniversary Member BBQ -August 13

On August 13, we celebrated the Leamington District Chamber of Commerce's 90th Anniversary with a special Member BBQ at the Leamington Marina.

It was a wonderful evening of reminiscing, reconnecting and celebrating the Chamber's history with current and past board members, Chamber members and friends.

We were especially pleased to recognize 10 past Chamber Presidents who joined us for the celebration. With 140 people in attendance, the evening was a great reflection of the relationships that have been built through the Chamber over the past 90 years and the strong business community that continues to support our organization today.

Business Excellence Awards – September 9

Planning and preparations continue for our annual Business Excellence Awards, an important celebration of the businesses, organizations and individuals who contribute to the success of our community.

Business Excellence Awards provide an opportunity to recognize local excellence while bringing together members of our business community for an evening of celebration. We are 97% sold out.

Advocacy & Business Support

Advocacy remains an important part of the Chamber's work. We continue to engage with our members and municipal, regional, provincial and federal partners on issues affecting businesses in Leamington and the surrounding area.

The conversations we have with our members through meetings, events and day-to-day interactions are particularly valuable. Their feedback helps us identify emerging challenges and opportunities and ensures that the Chamber continues to be a strong voice for business.

For the first time, later in October, the Chamber will be presenting a policy at the Canadian Chamber of Commerce.

Membership & Community Connections

Member engagement continues to be a priority. We are connecting with existing members, welcoming new businesses and helping our members better understand and take advantage of the opportunities available through their Chamber membership.

Through networking, advocacy, promotion, education and partnerships, we continue to look for meaningful ways to provide value to our members and strengthen connections throughout our business community.

Upcoming Events

October 6 -Business Leader Forum for candidates running in the Municipality of Leamington

The Bank Theatre | 5:30 -8:45 p.m.

With the upcoming municipal election, the Chamber will host a Business Leader Forum featuring a debate with the candidates for Mayor and Deputy Mayor

Council candidates will also be given approximately 3-5 minutes each, depending on the final number of candidates, to introduce themselves and share their platform with the business community.

October 15 - Breakfast with MP Dave Epp & MP Harb Gill
Kingsville Golf & Country Club | 7:30 – 9:00 a.m.

An opportunity for members of the business community to hear from our federal representatives and engage in discussion on issues affecting businesses and our region.

November 11 - Business After Hours with Frank Abbruzzese
Venue TBD | 4:30 – 7:00 p.m.

An evening networking opportunity bringing together Chamber members and members of the local business community.

November 28- Leamington Christmas Parade
6:00 p.m. start

The Chamber is looking forward to once again being part of this much-loved community tradition and helping kick off the holiday season in Leamington.

December 9 - Chamber Christmas Lunch
Guest Speaker: Gordon Orr

Our annual Christmas Lunch will bring the business community together to celebrate the season, with Gordon Orr joining us as our guest speaker.

January 15, 2027 - Mayor's Breakfast
Colasanti's Tropical Gardens

We will start the new year with our Mayor's Breakfast, providing an opportunity for the business community to hear about priorities, opportunities and what lies ahead for Leamington.

Looking Ahead

As we head into the final months of 2026, our focus remains on member engagement, advocacy, strong Chamber programming and creating opportunities that bring our business community together.

We value our relationship with the Leamington BIA and appreciate the opportunity to continue working together to support our downtown, our businesses and the broader Leamington community.

Wendy Parsons
General Manager
Leamington District Chamber of Commerce

The Bank Theatre

Hard to believe fall is just around the corner. Our programming team and fundraising team is busy behind the scenes preparing for upcoming events. I'm sure we are all looking forward to warmer temperatures!

Music Events

- **Monarch Cafe** returns in October
- **Dale's Friday Coffee House** returns in November
- **VALDY** - November 22 at 2 pm \$35+ HST - Doors 1 pm

Special/Offsite Events

- **Mill St. Markets** - in partnership with LAC and BIA and Municipality of Leamington. Thank you to all who joined us!
- **Music Onthe42** - September 5 - The S'Aints 5th annual raising funds for the needy with food drive. September 12 - Keep The Faith (Jon BonJovi Tribute) 8:30 pm + This Thing We Started (Bryan Adams Tribute) 6:30 pm

Watch for news on an upcoming event at the waterfront September 11.

Theatre Events

- **Death of a Salesman** - Tickets on sale mid June \$25+hst September 18, 19, 20, 25, 26, 27 2026
- **Farce of Habit** - last weekend of October and 1st weekend of November. Tickets on sale in September
- **Steel Magnolias** - April 2027

Tickets are available on our website **BANKTHEATRE.COM**

We give many thanks for the continued support of the Municipality of Leamington and Chances Gaming Lounge for your support of The Bank Theatre.

Respectfully submitted

Michelle Fortier



Summer 2026 Coordinator's Report

- Shared businesses' social media posts daily across platforms daily
- Checked po box for mail regularly and paid for the mailbox. Also signed up for e-notifications so that we can be advised of any payment notices digitally
- Handled calls, questions and correspondence from our businesses as well as our patrons of the uptown/locals
- Installed our BIA metal signage at our new office space at Central 33
- Advised The Bank Theatre and Tony's Fine Jewellery that their applications for the enhancement grants were approved pending receipt of final pictures and invoices.
- Assisted United Way Centraide Windsor-Essex Chatham-Kent with advertising their upcoming events taking place in the Uptown Leamington district
- Tracked down the EFT payment notices for 2025 that our accountant requested
- Assisted the Chamber with pictures of the Uptown core for one of their projects
- Continued to advertise our Vendor grant and our giveaway bag opportunities for our businesses in order to encourage participation in the Mill Street Markets
- Completed the vendor application form needed for our tent at the Mill Street Markets.

- Received a vendor application for the Vendor Grant that we created to help support our BIA businesses that are participating in the Mill Street Market Series. Once the series is complete I will send out notification that the grant can still be applied for even after the series is complete.
- Worked with Veronica (our history walk guide) to come up with 3 different thematic walks that involved the Four Corners located within the BIA district throughout the summer. We came up with the concept of doing the walk from the perspective of 3 different timelines of the same Four Corners in order to encourage repeat visitors and build comfort and familiarity throughout the Uptown district and its businesses and buildings. Came up with inspiring copy and created promotional materials for the history walks and sent them to the municipality for approval. Once they were approved, I shared them across social media platforms using the Mill Street Market branding and format. Purchased a little mini speaker with microphones so that when Veronica is speaking in the busy uptown, the attendees can hear her presentation
- During the markets, sitting with the Leamington Historical Society allowed me to engage with market patrons who had an interest in history so that was also helpful in advertising the walks. The walks were a great success with approximately 15 attendees for the 1st and 3rd market, around 7 or 8 for the 2nd.
- Finalized mock up for the BIA branded promotional lightup keychains to be distributed at the Mill Street Markets to promote the Uptown Leamington BIA and continue to build relationships and visibility. Purchased the keychains that were done in two batches in order to be able to meet the deadline for the first market. Picked up the second batch in August. I also gathered some handouts from a couple of our businesses to fill our bags.

- Handed out 75-80 bags at each market – sitting at the gate helped with visibility and the uptake of the bags and everyone was happy to have a bag for their purchased goods at the market!
- Took some professional photos of the markets as well and posted them to social media to generate more visibility and interest.
- Was asked to participate in the 4th market on the waterfront for continuity and community partnership participation so I will be attending the final Mill Street Market on September 11th where I will hand out more bags
- Did the minutes for the June meeting and had the clerk look them over to ensure I would be ready to take them on starting September – she said they were thorough and well done. Also read through the bylaw in preparation for running the meetings and taking over the administration of the BIA meetings, as well as preparing and running the AGM at the end of September. I asked for a list of our businesses along with their addresses so that I can begin to prepare the letters that need to be mailed out to the businesses advising them of the upcoming 2026 AGM. Also purchased some address labels and envelopes to make the process more streamlined. I still need to purchase postage and put the finalized letter together.
- Purchased a ticket to the Leamington Chamber of Commerce's Business Excellence Awards taking place on September 9th 2026
- Shared Dine in 519's Leamington Taco Bus Tour with our followers as it is a fantastic opportunity to experience our local culinary scene and drive traffic to our businesses.
- Met with Chad and Michelle to get their assistance with planning and executing the upcoming BIA mixer – we decided that it would be best to hold it directly after municipal

elections as town will be electing the new board in January 2027 so I will be working on the planning and advertising throughout September and October

- Worked with the property manager to organize a meeting space for our board meetings now that we will be handling our own administration. We have a space on the 5th floor and there will not be a problem leaving it open to the public in order to meet the requirements of our board of council meetings. I will print out and put up signs to ensure that finding the meeting will not be problematic
- Began planning for our winter planters – awaiting any artistic direction from the municipality at which point I will prepare the renderings and RFP and send to local nurseries for quotes
- Discussed with Chad doing video content for our businesses to use to promote themselves on social media (similar to the photography sessions I held). Sourced quotes from local videographers for packages that would work for their content and promo needs – looking at doing a couple businesses per day with 4 short edited clips as deliverables.
- Found a grant that helps economic development in rural areas of Ontario – our district falls within the parameters of this grant. Discussed the possibility of applying for the grant to work in tandem with our upcoming desire to upgrade our outdoor Christmas installations that we currently put out in the Uptown. I am sourcing various options, and I will create plans for both options – with and without grant money.
- Began preparations for Santa Claus letters for the upcoming holiday season
- Was advised by the Chamber that one of our businesses – Lavender Spa – was having their Ribbon Cutting and Open House on Saturday August 22nd – I attended and took some pictures and posted them to social media to a phenomenal reception

- Was advised by the municipality that one of our board members, our Treasurer Louise Saad was stepping down as she was no longer a member of the BIA district. Discussed this with Chad who explained that according to the bylaw, we do not need to fill this position immediately and we can look at filling the position in the upcoming cycle. Our board now consists of 6 members and therefore quorum for our meetings is now 3.
- Sent out an email to our board members and the chamber advising of our upcoming board meeting on September 2nd 2026, and requested confirmation of who will be in attendance as well as the time and new location for our meetings

Videography Quotes:

Vendor #1:

1 day of shooting

1 min professional edited video for use on social media and websites

\$1500

Vendor #2:

1-3 hours of shooting

4 edited reels for use on social media and websites

\$850

Uptown Leamington Business Improvement Area Comparative Income Statement

REVENUE	Budget 01/01/2026 to 12/31/2026	Proposed 2027	Notes	Actual 01/01/2026 to 06/30/2026
Revenue				
Municipality of Leamington Levy	149,781.00	153,675.00	0.026	149,781.00
Member Benefits	0.00	32,000.00		
Website Reserve	0.00	7,000.00		
Strategic Plan Reserve	9,400.00	15,000.00		
Christmas Wreaths Reserve	18,300.00	18,300.00		0.00
Surplus Reserve	47,819.00	75,000.00	This is subject to change based on this year's expenses	0.00
Interest Revenue GIC	100.00	100.00		0.00
Misc. Income	0.00	0.00		1,377.02
Total Revenue	225,400.00	301,075.00		151,158.02
TOTAL REVENUE	225,400.00	301,075.00		151,158.02
EXPENSE				
Payroll Expenses				
Wages & Salaries	32,000.00	54,600.00) hours/week @ \$35/hour		18,041.40
El Expense	1,000.00	900.00	Coordinator workflow	422.70
CPP Expense	2,000.00	3,140.00	is seasonally flexible.	989.95
Municipal Administration	5,000.00	0.00		0.00
Total Payroll Expense	40,000.00	58,640.00		19,454.05
General Advertising Expenses				
Advertising	3,000.00	3,000.00		240.00
Strategic Plan	15,000.00	0.00		0.00
Small Business Week	1,000.00	1,000.00		0.00
Promotional Giveaways	3,000.00	3,000.00		970.11
Total General Advertising Expenses	22,000.00	7,000.00		1,210.11

Uptown Leamington Business Improvement Area
Comparative Income Statement

	Budget 01/01/2026 to 12/31/2026	Proposed 2027	Notes	Actual 01/01/2026 to 06/30/2026
Local Events Support Expenses				
Business Excellence	1,000.00	1,150.00		0.00
Event Sponsorship	8,250.00	10,000.00		2,000.00
Mill Street Markets	20,000.00	20,000.00		15,000.00
Member Benefits	37,000.00	15,000.00		0.00
Total Local Events Support Expenses	66,250.00	46,150.00		17,000.00
Christmas Expenses				
Christmas-Advertising	1,000.00	1,000.00		0.00
Christmas-Open House	2,000.00	0.00		0.00
Christmas-Grant	0.00	1,000.00		
Christmas-Santa Mailbox, Postage	1,000.00	1,000.00		0.00
Christmas Wreaths	18,300.00	0.00		0.00
Christmas-Storage	3,200.00	4,000.00		2,328.80
Christmas-Parade	1,000.00	1,000.00		0.00
Christmas-Decorations	0.00	40,000.00		
Christmas-Winter Pots	15,000.00	15,000.00		0.00
Total Christmas Expenses	41,500.00	63,000.00		2,328.80
Beautification Expenses				
Beautification- Security Grant	0.00	0.00		1,500.00 move to grants
Beautification - Grants	8,000.00	8,000.00		0.00
Beautification - Uptown Cleanup	250.00	250.00		0.00
Total Beautification Expenses	8,250.00	8,250.00		1,500.00

Uptown Leamington Business Improvement Area Comparative Income Statement

	Budget 01/01/2026 to 12/31/2026	Proposed 2027	Notes	Actual 01/01/2026 to 06/30/2026
Operating Expenses				
National BIA Conference	4,000.00	4,000.00		1,912.33
Insurance-Directors Officers/Office	4,500.00	3,500.00		1,483.92
Memberships	500.00	800.00		389.17
Rental Expense	4,000.00	8,400.00		3,179.53
Office Supplies	1,200.00	1,200.00		100.53
Wireless Cellular Phone	1,200.00	1,200.00		480.50
Meeting Exp and Workshops	250.00	1,500.00		145.62
Gifts	500.00	500.00		0.00
Website	10,000.00	3,000.00		0.00
Marketing & Branding	6,500.00	4,000.00		2,617.36
Bank Charges	350.00	350.00		92.31
Professional Fees	5,000.00	5,000.00		1,706.58
Total General & Admin. Expenses	<u>38,000.00</u>	<u>33,450.00</u>		<u>12,107.85</u>
TOTAL EXPENSE	<u>216,000.00</u>	<u>216,490.00</u>		<u>53,600.81</u>
NET INCOME	<u>9,400.00</u>	<u>84,585.00</u>		<u>97,557.21</u>

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