

Warton BIA

**May 7, 2025 at 6:00 pm
Municipal Council Chambers**

Agenda

- 1. Call to Order**
- 2. Attendance and Regrets**
- 3. Declaration of Pecuniary Interest and General Nature Thereof**
- 4. Public Notice/ General Announcements**
- 5. Adoption of Minutes**
 - 5.1 Adoption of Minutes-April 2, 2025
- 6. Public Meetings**

None.
- 7. Delegations**

None.
- 8. Reports (New Business)**
 - 8.1 Second Phase of Big Dig Update (M. Hepburn)
 - 8.2 Developments/New Businesses – Board to discuss any new or pending ventures
 - 8.3 Budget Year to Date Update – To April 25, 2025
 - 8.4 Items to Add to Upcoming Agenda
- 9. Departmental Updates**
 - 9.1 Chamber Update – Board to discuss with Chamber staff/executive any initiatives/business common to both organizations
 - 9.2 Town Staff Update – Staff to provide any update relevant to the BIA business

10. Correspondence

None

11. Matters of Urgency

12. Reports from Committee Members or Local Board Members

13. Upcoming Meetings

13.1 September 3, 2025 at 6:00 pm in the Council Chambers

14. Unfinished Business

- 14.1 Strategic Planning – Public meeting presentation for approval; plan a public feedback event prior to finalization of plan (C. Hull, W. Chen and D. Nusko)
- 14.2 Recycle Bins and General Recycling Program – Public Works was asked to provide an update on recycling as a whole (C. Hull)
- 14.3 Snow Removal – Will be discussed again after Council receives report from staff regarding costs and frequency
- 14.4 BIA Associate Members – Will be considered upon completion of the Strategic Plan (M. Hepburn)
- 14.5 Banner Project – Information provided, can be used by N. Vascotto in the marketing strategy (no budget allocation in 2025)
- 14.6 Signs – 2025 research on billboard on Town property south of Wiarton; additional parking directional signage outside of Town (no budget allocation in 2025)
- 14.7 Purchase of A-Frame Signs – forwarded to the 2026 budget deliberations
- 14.8 Home and Lifestyle Expo Booth (August 2-3) – secured booth space, Board to coordinate set up and tear down, gathering of member information for the booth, booth monitoring
- 14.9 Marketing Strategy –N. Vascotto has provided strategy for approval; D. Edwards to bring more information on the County Shop Local initiative and how it would benefit Wiarton; set up of BIA Instagram with Town staff
- 14.10 Flower and Flower Basket Purchase for 2026 – during 2026 budget deliberations, members are to advise the types of flowers to be purchased

14.11 Enhancements to Downtown Planting Areas –Council response, Board to advise of next steps

14.12 2025 Remaining Budget Projects – Online advertising (\$6,000), shop local initiative-N Vascotto (\$3,000), Christmas advertising (\$2,000), radio general advertising (\$4,700), public art collaboration (\$2,000), Saturday afternoon entertainment in the Parkette (\$4,000), flower baskets and fertilizer (\$3,510), parkette flowers (\$432), Cenotaph flowers (\$500), Christmas tree decorations (\$300), tree well perennial replacement (\$2,000 + reserves if needed)

15. Closed Session

Not required

16. Adjournment