



## Crystal Beach Business Improvement Area Board of Management Meeting Minutes

Wednesday, September 11<sup>th</sup>, 2024 at 6:00 pm  
Fort Erie Public Library  
Crystal Ridge Branch Meeting Room

### 1. Call to Order

6:00pm

### 2. Roll Call

**Present:** Kirk Fretz, Regan Greatrix, Robin Bannerman, Irene Bradvica, Melissa Dubois and Tom Lewis

**Absent:** Chris Hawkswell (Regrets)

**Guests:** Paul & Donna Lewis

### 3. Disclosure of Pecuniary Interest

None

### 4. Adoption of the Agenda

Motion to accept the Agenda as presented

Amend the Agenda section to add **ITEM C** – Groove in the Grove event series

**Moved by Melissa Dubois**

**Seconded by Regan Greatrix**

**Carried**

### 5. Presentations and Delegations

#### A. Friends of Crystal Beach FOCB – Paul Lewis – End of Summer Parade debrief

The End of Summer Parade started in the 60's. Paul shared this year's event was successful and in fact, the "Keystone Cops" car set the parade off and also happened to be on of the original floats. RIP 2024 Summer Parade was very well attended than years past. The planning for 2025 has already begun and next year's date is **Saturday August 30<sup>th</sup>, 2025 (with a rain date of August 31<sup>st</sup>)**. Thanks to all and let's make the event bigger and better next year! We were pleased to have 101.1 FM and 105 FM radio present this year.

**B. Sandra Fishman – Beautification Committee**

Yardstix watering service will be terminated September 15<sup>th</sup> with a goal of taking down the baskets by September 21<sup>st</sup>. Kirk Fretz offered up his sea container to store all the planters in the off season which will allow for more control of this initiative seasonally. Attempts have been made to reach out to the GFESS guidance to see if this committee can secure kids in need of volunteer hours. The TOFE Fire Department has also been contacted to see if they can assist FOCB with the Fall scarecrows going up on the hydro poles. We can still expect some invoices from Yardstix for watering / fertilizing of the planters.

**C. Laura Kozloski – Proprietor “La Boheme” aka Waterworks – presenting off season / shoulder season initiatives.**

Laura shared she experienced a better season this year however, wouldn't it be great to extend the season ALL YEAR?!? Laura shared some ideas which worked in NOTL such as “Cottage Tours” where homeowners would partner up with a business and the business would help to decorate the room and at the same time, promote their respective business. Create a “passport program” say for \$100/pp. Get a committee in place. Perhaps a Spring “Perch Fest” where the businesses feature fish or seafood OR a “Lobster Fest” (perhaps Mike Hopper can assist with shipping in the lobster from the East coast in winter time??). Laura mentioned that Fort George used to have an ice rink – perhaps we can investigate where the structure is or where it went? Apparently, there were 2 owners of the equipment prior.

What about a Winterfest and / or skating rink?? Or perhaps get into the selling of Christmas trees which local businesses could promote. Something that creates a real draw. Sandra Fishman has had some experience with artificial rinks and commented on pricing being approx.. \$700/ panel. What about the Roller Rink – it could be operational all year round? Perhaps a tribute to the Dance Hall era with great bands or pay homage to the jazz era to commemorate the Dance Hall days? What about a St Paddy's Day pub crawl with Irish theme? Marcos Tolu – local resident who is passionate about this community – suggested a Winter Market in The Grove similar to the Collingwood area complete with tree lighting and vendors. Imagine! Concerts, a great big tree...Canada's Wonderland does something along those lines. Opportunity for sponsorships. Put together a package showcasing some of these ideas. Maybe foodtrucks similar to the SupperMarket...installation of domes for dining which are inflatable. Strike a committee and come back to present. Perhaps imitate Nuit Blanche OR a Haunted Town Walk? Turn our town into one big art exhibit...Fall? Autumn? Halloween? Trick or Treat that leverages an app? Exploit the beauty of the trees in the neighbourhood? Do an '80s night? Host an electronic music night? Continue to use the Bay Beach passes ALL year long and well after the season ends! Karen Dobson from Advancing Crystal Beach reminds us of the tree lighting ceremony is scheduled for the end of November in Queen's Circle as well as their Annual, “All White Soiree” (post Labour Day).

**6. Adoption of Minutes from Wednesday August 14<sup>th</sup> , 2024**

**Moved by Robin Bannerman**

**Seconded by Regan Greatrix**

**Carried**

## 7. Agenda Items

### A) EVENTS

SupperMarket Update: costs and revenue are in the process of being prepared for presentation.

Oktoberfest / Fall Fest October 12/13/14 – 2024

**Motion: to support the budget as presented while working within the guidelines of the TOFE Incremental Marketing Funds and to not incur a deficit budget for the event**

**Moved by Robin Bannerman**

**Seconded by Kirk Fretz**

**Carried**

B) PAVER PROJECT – no update at this time as Chris Hawkswell was not present

C) Groove in the Grove – Motion for this initiative was carried in May 2024 however, it was noted by Melissa Dubois, there was never a budget passed. As also previously carried, a BIA Committee need be established for every BIA event. Our October meeting will be sure to focus on BIA finances and events and the AGM.

## 8. Sub-Committee Reports

### Treasurers report

There is approximately \$4,800 in funds and we will continue to look into shared services for example, bookkeeping.

### Councillor's Report

Great Job this year to the BIA on hosting all of the events this summer with success.

I have been observing the resources required at Waterfront Park as well as Derby Road and The Grove including such things as garbage cans, barricades and fencing. I have raised this with TOFE staff and I would also like to hear from the BIA if there is a better and more cost effective way of organizing these resources and storing them such as fenced off area or stage container/shed? Perhaps a deeper dive to see how to best store and access these resources ought to be considered by the BIA and TOFE.

I have heard from residents, business owners and BIA members that it would be nice to have some nicer semi-permanent barricades on Derby Road/Erie, Derby Cambridge Road when hosting Derby Days etc, for example. The present barricades being used are not particularly attractive and do not lend positively to the event(s) nor beautification efforts. I will raise this with Town Staff and the minutes of this meeting are also circulated.

There has been much discussion with residents and business owners in the last few years who believe that it would be interesting to look into some formal historic fixed boards in certain areas speaking to some of the historical points of interest and turn this into a self-guided walking tour in Crystal Beach.

This could be expanded in the future to include QR codes and video. This venture would require assistance from the Museum Services and the Bertie Historical Society.

Plans for the Derby Road & Erie Road public parking lot refresh are underway and TOFE IS have plans to have the work started this Fall. I can confirm that it will be completed before the spring/summer tourism season.

I would suggest that plans for the next CB BIA meeting in October ought to focus on Finances and Events for 2025.

## **9. New Business**

n/a

## **10. Next Meeting Date**

Crystal Beach BIA Wednesday, October 9th, 2024 at 6:00 pm @ the Fort Erie Public Library, Crystal Ridge Branch Meeting Room.

## **11. Adjournment**

Motion to adjourn meeting at 7:49pm.

**Moved by Melissa Dubois**

**Seconded by Robin Bannerman**

**Carried**