



Crystal Beach Business Improvement Area Board of Management Meeting Minutes

Wednesday, May 10, 2023 at 6:00 pm
Fort Erie Public Library
Crystal Ridge Branch Meeting Room

1. Call to Order

Chris Hawkswell called the meeting to order at 6:00 pm.

2. Roll Call

The Chair gave the roll call.

Present:

Robin Bannerman, Secretary
Melissa Dubois
Regan Greatrix
Chris Hawkswell, Vice-Chair
Tom Lewis, Councillor
Carolyn Smith, Treasurer

Absent:

Kirk Fretz, Chair

Guests:

Alycia Bergeron – BIA administrator

3. Disclosure of Pecuniary Interest

None.

4. Adoption of the Agenda

That: The Agenda is amended to add presentation by Brad Tessman regarding Farmers Market location.

Moved by: Melissa Dubois

Seconded by: Regan Greatrix

Carried

Motion to add approval of minutes from April 29th as item f)

Moved by Carolyn Smith

Seconded by Melissa Dubois

Carried

5. Adoption of Minutes

That: The Minutes for Wednesday, April 12, 2023 be adopted as presented.

Moved by: Carolyn Smith

Seconded by: Melissa Dubois

Carried

Motion to add approval of minutes from April 29th as item f)

Moved by Carolyn Smith

Seconded by Melissa Dubois

Carried

6. Correspondence

None

7. Presentations and Delegations

- a. Brad Tessman from Antique Alley located at the corner of Derby Rd, in South East side of the circle. Brad shared he felt Queens Circle Park is the centre of attraction offering more shade and musicians. Brad observed there to be a natural flow along Erie Rd and not as much along Derby Rd. The patrons at the market don't always spend a lot, but enjoy the ambiance. The quantity of shops on Derby is greater than it is on Erie. Brad believes that the owner of one of the businesses on Derby Rd would make parking available at the South end of the circle for \$5. Brad feels it would be more fair to keep the market in Queens Circle. Brad opens his store at 9:30am on Sundays.

8. Agenda Items

a) SupperMarket update

- Volunteers needed! Posters are available to be distributed and application forms are available. The list of vendors is full as we only have room for 10 vendors. Immediate need for 10 security volunteers. Vendor cost if \$125/week to participate. Brimstone is handling the alcohol sales at \$2/drink. Pizzacola has applied for the AGCO licensing. Kirk is named as licensee. There has been a huge interest from the music/entertainment. Ongoing promotion to incentivise core business to attract visitors to the merchants. Coupon books? Kirk has been trying to get the TOFE to fund the shuttle? Perhaps service to Sherkston and Ridgeway? TOFE will have to reach out to Port Colborne. Have a tap option to contribute to the CBBIA/Ridgeway BIA, or simply have promotional material in the shuttle. Melissa Dubois to prepare a budget. Melissa Gagnon may be able to have her son's hockey/lacrosse friends to support security. Looking to square POS or the like to accommodate payment program.

b) Understanding insurance coverage

- According to Melissa, BIA is essentially covered, when she spoke with reps from TOFE and rep from insurance company, Melissa will pursue and we need to get confirmation of their conversation.

c) Derby Rd closure

- Regan is getting a feel for the Derby Rd merchants perspectives. Looking to Friday evenings to Sunday at 10pm ensuring active store hour from Erie to Cambridge. Barriers will be supplied by TOFE. Budget is in question, looking to collect funds from the respective businesses. Considerations include signage, social media, music. Motion to support the Derby Rd closure and make application to TOFE for this closure in high season from Friday evening to Sunday nights (June-Labor day). For the purpose of creating an event space and perhaps extending patios and pop-ups shops.

Moved by Robin Bannerman

Seconded by Regan Greatrix

Carried

d) Farmers Market update

Sandra Lyons is no longer managing the Farmers Market. Commitment on part of the BIA to improve linking the 2 business areas (Derby and Erie).

Motion to set the location of the 2023 Farmers Market in "The Grove" located on the south side of Erie Rd. Spanning from Elmwood to Oxford.

Moved by Carolyn Smith.

Seconded by Regan Greatrix

Carried

e) Signage for beach, downtown businesses, boat ramp

Tom Lewis investigating wayfinding design and continuity and branding. Locations to be named include the west side of Ridgeway by the Crystal Chandelier restaurant.

Infrastructure services meeting postponed. Kirk has looked into banners and sandwich boards. May need to rely on board for special meeting.

Motion to allocate up to \$1000 + HST to create 2023 seasonal signage and directional signage.

Moved by Robin Bannerman

Seconded by Melissa Dubois

Carried

- f) Let it be noted the special meeting held on April 29th 2023, Melissa Dubois disapproved of the special meeting held April 29th 2023 not involving the BIA membership. The application needed to be shared within the board regarding the communication of moving the Farmers Market to local.

9. Chair's Report

N/A

10. Treasurer's Report

Got first cheque for SuperMarket from Courtney's Crepes.

11. Council Representative Report

Councillor Lewis provided an update.

The Noise and nuisance bylaw has been updated and was recently passed by council. Patio by-law is 11pm for outdoor bands. Patios can still remain open after 11pm however, the noise must move inside. Thank you to everyone who reviewed and provided comments.

New garbage cans have been placed around the BIA area replacing the older ones that were damaged and in bad repair. Any bins not greeting picked up should be called into the Niagara Waste Pick up line 1-833-621-0726.

The issue of street light in the BIA district was raised with TOFE IS staff. TOFE is looking at replacing the two damaged ones at Erie and Derby by potentially moving two lights from other locations as this is a feature corner and one is missing and the other is a trip hazard. It was also noted there is one that was damaged at Derby and Cambridge.

Beach passes are now available and information for pick up daily at the bay beach main entrance. Commercial passes can be purchased online.

TOFE staff are working on way finding signs including one for the corner of Erie and Ridgeway road to direct tourists to the Boat Launch, Waterfront Park, Bay Beach, Parking and Business Core.

Public parking signs will be improved for the municipal lots and this will include accessible parking spots more details to follow.

I will be following with FENFC regarding the "blessing of the water" ceremony at Bay Beach and or Waterfront Park. June 10th is the date proposed to the FENC. It was also expressed that we work this them early this year to plan for a larger event in 2024 and make this an annual event.

Short-term rental land use study comes back before Council with the consultant's report and staff recommendation. Recently, the TOFE lifted the STR moratorium allowing the filling of up to 250 licences for 2023 season.

Motion to support and acknowledge the water event on June 10th 2023 in partnership with the Native Friendship Centre.

Moved by Chris Hawkswell.

Seconded by Melissa Dubois

Carried

12. Sub-Committee Reports

- a. Beautification Committee. Tom Lewis and Kirk Fretz to sit down with Bruce Lowther and Winnie Swalm to understand the transition to include the beautification committee under the BIA.
- b. Advancing Crystal Beach (ACB).
Motion to support 2 information signs (iconic question mark). One in the vicinity of the cemetery and one at Erie and Ridgeway Rd.
Moved by: Regan Greatrix
Seconded by: Robin Bannerman
Carried

Orma thanked Carolyn and Phil Smith for room usage at South Coast. The room was a great benefit to encouraging attendance and new members. Orma wishes to invite all to the AGM happening Tuesday May 16th 2023 at the church located at 241 Elmwood. Please RSVP Orma. Orma shared that the "Keep Fit" activities attracted over 200 people to attend. Over 1000 visits which generated a grant for \$24,000. This clearly demonstrates the need for a community centre. Congratulations to ACB for achieving charitable status. This means they need a treasurer, if anyone is interested please contact Orma. ACB is working with the United Way the 1st and 3rd Thursday of every month at 11:00am.

- c. Friends of Crystal Beach. No update here as unfortunately Don Lubbertz is recovering from surgery,
- d. Ridgeway BIA. The first day of the Farmers Market is Saturday May 12th. They have also recently hired an administrator and a social media manager. Ridgefest is incorporating an arts presence at the next event. The Black Piano has moved out and a high end art gallery has moved in.

13. New Business

None.

14. Next Meeting Date

- a. Wednesday, June 14, 2023 at 6:00 pm. The agenda is to include strategic planning, goals and objectives. What do we want to see happen? Put formal sub-committees in place.

15. Adjournment

That: The Crystal Beach Business Improvement Area Board of Management adjourns at 7:49.

Moved by Chris Hawkswell

Seconded by: Carolyn Smith

Carried