



# Creemore Business Improvement Area Board Agenda

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**September 30, 2025**

**05:00 PM**

**Creemore Station on the Green**

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This meeting is being held in-person at the Creemore Station on the Green, 10 Caroline Street East, Creemore, Ontario, with members of the Creemore Business Improvement Area (BIA) Board, BIA members, staff and the public in attendance.

All information including opinions, presentations, reports, documentation, etc. that are provided at a public or open meeting are considered a public record.

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## **1. Approval of Agenda**

### **Recommendation:**

Be It Resolved that Creemore Business Improvement Area Board hereby approve the meeting Agenda dated September 30, 2025, as presented.

## **2. Declaration of Interest**

## **3. Approval of Previous Minutes**

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### **Recommendation:**

Be It Resolved that Creemore Business Improvement Area Board hereby approve the meeting minutes dated June 24, 2025, as presented.

## **4. Executive Reports**

### **4.1 President's Report**

**Recommendation:**

Be It Resolved that Creemore Business Improvement Area Board hereby receive the verbal President's Report for information.

**4.2 Treasurer's Report**

**Recommendation:**

Be It Resolved that Creemore Business Improvement Area Board hereby receive the verbal Treasurer's Report for information.

**5. Business Arising from the Minutes**

**5.1 Follow-Up on Streetscape Public Meeting**

**5.2 Take a Seat Program**

**6. New Business**

**6.1 Draft Budget for 2026**

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**6.2 Donation for Weeding on Mill Street**

**Recommendation:**

Be It Resolved THAT the Creemore Business Improvement Association Board receive the donation of \$2,890.00 from Marilyn Badger, representing payment made directly for contracted weeding services on Mill Street;

AND THAT the Creemore Business Improvement Association Board issue a charitable tax receipt to Marilyn Badger for her contribution.

**7. Events**

**8. Marketing**

**9. Next Meeting**

October 28th, 2025 @ 5:00 p.m.

**10. Adjournment**

**Recommendation:**

Be It Resolved that Creemore Business Improvement Area Board meeting hereby be adjourned at \_\_\_\_\_ p.m.

## Creemore BIA Board Meeting Minutes

The Creemore Business Improvement Area (BIA) Board met in person at the Station on the Green on June 24, 2025, at 5:00 p.m.

Those in attendance were:

President:	Nancy Johnston
Treasurer:	Sara Hershoff (arrived at 5:06)
Members:	Heather Harding Linda de Winter Laurie Severn
Councillor:	Councillor Broderick
Guests:	Bradley Gabriel Peta Christen Bonnie MacPherson, Creemore Echo
Regrets:	Heather Harding
Staff:	Shannon Peart, Legislative Coordinator – Committee & Boards

### 1. Approval of Agenda

#### Resolution:

Moved by Sara Hershoff, Seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board hereby approve the agenda dated June 24, 2025, as presented. Motion Carried.

### 2. Disclosure of Disqualifying Interest and General Nature Thereof

None.

### 3. Approval of Previous Minutes

#### Resolution:

Moved by Sara Hershoff, Seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board hereby approves the Minutes dated April 29, 2025, as presented. Motion Carried.

### 4. Events

#### 4.1 Summer Solstice Follow-Up

The Committee reported strong attendance and positive feedback from the Summer Solstice event. Vendors sold out, the food truck ran out early, and bar sales were successful. Event decor and sound system efficiencies helped manage costs. Final financials will be shared at the next meeting.

## **4.2 Santa Clause Parade**

Planning is underway, with float design in progress and potential additional funding for a new Santa suit. A float rendering is expected soon.

## **5. Marketing**

### **5.1 Social Media Update**

The Committee noted increased engagement on social media, with 5,000 followers. Stories are being shared from events and businesses in Creemore.

## **6. Financial Report**

The items in Section 6 are presented in the order discussed by the Board during the meeting.

### **6.1 Financial Report**

Sara Hershoff provided a verbal financial update. Fundraising targets have been exceeded, and overall finances are on track.

#### **Resolution:**

Moved by Councillor Broderick, Seconded by Laurie Severn, Be It Resolved that the Creemore Business Improvement Area Board hereby receive the verbal Financial Report for information. Motion Carried.

### **6.3 Billboard**

Sara Hershoff provided an update that she contacted the billboard owner to discuss the outstanding invoice. As a result, the fee for 2024 was waived.

#### **Resolution:**

Moved by Linda de Winter, Seconded by Councillor Broderick, Be It Resolved that the Creemore Business Improvement Area Board approve an expenditure of up to \$2,400 to maintain the billboard located on County Road 42 (Airport Road) for the 2025 calendar year. Motion Carried.

### **6.4 2026 Budget Planning**

Preliminary budget planning for 2026 will begin in August. Members will be asked to submit their essential items to be included in the 2026 budget.

### **6.2 Website Expenditure**

Nancy Johnson provided an update on the new website. Design work is complete, and backend development is in progress. The total cost is expected to remain under \$1,000. Local photography will be scheduled over two days, with details to be shared with BIA members via Mailchimp.

## 7. New Business

### 7.1 Upcoming Streetscape Public Meeting

Nancy Johnston and Laurie Severn provided an overview of the streetscape improvement initiative, outlining its history, current progress, and next steps. Initial funds for beautification were set aside in 2008, with the project gaining momentum recently.

A committee was formed, including BIA representatives, Township Staff, and the Creemore Community Foundation. The committee engaged ERA Architects, who previously supported the Village Green Project, to lead community consultations and concept development. Based on interviews, research, and input from committee meetings, ERA will develop preliminary design concepts focused on:

- Gateway Features
- Sidewalk & Intersection Enhancements
- Streetscape Upgrades
- Street Trees & Planting
- Activation Zones
- Parking Optimization & Traffic Calming

A meeting is scheduled for July 20, 2025 to gather input from the public. ERA has emphasized creating safer, greener, and more welcoming spaces to encourage people to linger longer in the downtown core.

The issue of hydro infrastructure was discussed. While burying hydro lines has been a frequently raised idea, it would be costly, highly disruptive, and possibly unfeasible due to the amount of utility infrastructure under Mill Street. Alternative options, such as above-ground conduit boxes (as done in Thornbury) and pole-mounted attachments for seasonal lights and banners, are being explored.

Other key discussion points included:

- Improved street tree selection and maintenance
- More benches, garbage bins, and varied seasonal seating
- Enhancing side streets for parking and pedestrian use
- Parking strategies, including signage, limited-time parking, and better use of side street and off-site parking
- Consideration of activation zones and parkettes

An electronic version of the presentation and a community survey will be shared for those unable to attend the meeting in person on July 20, 2025. The results of the public consultation will be compiled into a report and used to create a phased 5 or 10 year implementation plan.

## **7.2 Take a Seat Program**

Item deferred to next meeting.

## **8. Next Meeting**

July 29<sup>th</sup>, 2025, at 5:00 p.m.

## **9. Adjournment**

### **Resolution:**

Moved by Councillor Broderick, Seconded by Linda de Winter, Be It Resolved that the Creemore Business Improvement Area Board meeting hereby be adjourned at 5:59 p.m.  
Motion Carried.

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Nancy Johnston, President

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Shannon Peart, Legislative Coordinator – Committee & Boards

Board & Committee Meeting Minutes are not a Final Document of the Corporation until adopted by the Board/Committee.

<b>Creemore BIA BUDGET WORKSHEET</b> 2026 - Prepared by Sara Hershoff and Nancy Johnston															
			Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Income															
	EVENT SALES & SERVICE		0	0	0	0	0	4,000.00	0	0	0.00	0	0	500	4,500.00
	SPONSORSHIP			0	0	3,200.00	0	0	0	0	0	0	0	0	3,200.00
	GENERAL DONATION		8000	0	0	1,100.00	2500	0	0	0	0	0	0	0	11,600.00
	INTEREST		200	200	200	200	200	200	200	200	200	200	200	200	2,400.00
	LEVY INCOME		0	0	0	7,500.00	0	7,500.00	0	0	10,000.00	0	0	0	25,000.00
	Other Income		0	0	0	0	0	0	0	0	0	0	0	200	200.00
	Total INCOME		8,200.00	200.00	200.00	12,000.00	2,700.00	11,700.00	200.00	200.00	10,200.00	200.00	200.00	900.00	46,900.00
EXPENSES															
ADMINISTRATION															
	Memberships		234.34	0	0	0	0	0	0	0	0	0	0	0	234.34
	Misc Admin & Meetings		500	0	0	0	0	0	0	0	0	250	0	0	750.00
	Postal Services		250		0	0	0	0	0	0	0	0	0	0	250.00
Total ADMINISTRATION			984.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00	0.00	0.00	1,234.34
EVENTS															
	Christmas			0	0	0	0	0	0	0	0	0	700	4,800.00	5,500.00
	Events		0	0	0	0	0	7,000.00	1000	1000	0.00	2000	0	0	11,000.00
Total EVENTS			0.00	0	0	0	0	7000	1000	1000	0	2000	700	4,800.00	16,500.00
MARKETING															
	Print		0	0	0	1500	0	175	0	0	0	0	0	0	1,675.00
	Social Media		400	400	400	400	400	400	400	400	400	400	400	400	4,800.00
	Website		75	75	75	75	75	75	75	75	150	250	250	250	1,500.00
Total MARKETING			475	475	475	1975	475	650	475	475	550	650	650	650.00	7,975.00
STREETSCAPE															
	BEAUTIFICATION														0.00
	Flowers		0	0	0	0	0	5,500.00	0	0	0	0	0	0	5,500.00
	Furnishing		0	0	0		0	0	0	0	0	0	0	0	0.00
	Maintenance		0	0	0	0		1000	750.00	750	750	0	0	0	3,250.00
	Seasonal Decor		0	0	0	500	0	0	0	0	0	800	1,000.00	0	2,300.00
Total BEAUTIFICATION			0	0	0	500	0	6,500.00	750	750	750	800	1000	0	11,050.00
GARBAGE															0.00
	Garbage Bin		650	0	0	900	0	0	900	0	900	0	0	0	3,350.00
	Garbage Labour		180	180	180	180	250	250	250	250	350	200	200	250	2,720.00
	Supplies		0	0	0	72.98	0	0	50	0	50	0	0	37.99	210.97
Total GARBAGE			830	180	180	1152.98	250	250	1200	250	1300	200	200	287.99	6,280.97
Total STREETSCAPE			830.00	180.00	180.00	1,652.98	250.00	6,750.00	1,950.00	1,000.00	2,050.00	1,000.00	1,200.00	287.99	17,330.97
Total Expense			2,289.34	655.00	655.00	3,627.98	725.00	14,400.00	3,425.00	2,475.00	2,600.00	3,900.00	2,550.00	5,737.99	43,040.31
														P&L	3,859.69
Fundraising opportunities or retained earnings															-3859.69
	Net														0.00