



Downtown Paris BIA - Board of Management Meeting – 9:00am, Wednesday July 8, 2026

For virtual attendees: [Monthly Downtown Paris BIA Meeting | Meeting-Join | Microsoft Teams](#)

Agenda:

1) Approval of Agenda - addition/deletion of items for discussion

MOTION to approve agenda: Made by Penny seconded by Sarah

2) Approval of Previous Minutes – June 2026

MOTION to approve previous minutes: Made by Penny seconded by Zack

3) Depositions / Presentations / Delegations:

a) Emily (Baby B Home)

- Letter presented to the BIA Board. Businesses want better and more open communication with the BIA, and better collaboration between businesses for more opportunities to grow. Proposal to start a Facebook Page for downtown businesses in the BIA ONLY.

b) Rachelle (Rousseau Rares)

- Reached out to some building owners to have artwork painted on the buildings, murals etc. to make downtown Paris more of a destination. More smaller experiences/events or things to do that can help draw people in. Improve the gateways into downtown (string lights, more planters, a banner welcoming people to the downtown)
- Breaking down the ideas into immediate term, medium term, and long term plans/goals
- Potentially using \$6k of the \$30k budget (grant) to beautify the gateways.
- Motion to allot up to 20% of the \$30k budget towards beautifying the gateways for enhancing the media impact. Penny made the motion, Zack seconded, all in favour.

4) Council Report and Related Business (Councillor Howes)

- Zoning changes went through to allow a 5 storey mixed use building along Broadway and the parking structure behind the Wincey Mills



- In an ideal world, someone from the chamber of commerce would sit on the BIA board, and someone from the BIA would sit on the chamber of commerce.
- Preserving heritage with a focus on storytelling

5) Monthly Financial / Operational Reports + Business

a) Finance update

- Nothing out of the ordinary. Paying for the storage unit, Julia, and Rubyy for social media

b) County of Brant grant 30k proposed budget

- Discussed what parts of the \$30k budget will be used for what
- Proposal to bring up the budget at the next Promo Committee meeting
- Will be sending out a vote by email with an updated budget

MOTION to approve financials: Made by Penny, seconded by Zack

6) Strategic Planning

- a) Gaining control of BIA social media group -motion previously approved at the May 14, 2025 Board of Directors meeting

"P. Ritchie made a motion to have the BIA gain access to the original BIA Facebook group from Drew and Rachelle so messaging can be clear and consistent. D. Mahn 2nd, no oppositions, MOTIONED CARRIED"

7) Promotions Committee

a) No Update Submitted

- Penny will remain on the promotions committee, looking for additional members. R. Rousseau would like to chair the committee
- Motion to continue the promotion committee which Penny will attend as part of the board and R. Rousseau to chair the committee. Motion made by Penny seconded by Jen

8) Communications Subcommittee

- a) Communications Subcommittee Report: Downtown Connector Program
- b) Reference: Communications Subcommittee Report to the Board, Downtown Connector Program, June 17, 2026.
- c) Motion: That the Downtown Paris BIA Board accept the Communications Subcommittee's recommendation and approve the creation of the Downtown Connector Program;



And that the program be overseen by the Communications Subcommittee, with downtown businesses divided into approximately 8 areas and one volunteer Area Representative assigned to each area where possible;
And that the Communications Subcommittee report monthly themes and follow-up items to the Board. **Motion made by Penny, seconded by Zack.**

9) Strategic Planning Subcommittee

- a) Reference: Strategic Planning Subcommittee Report to the Board, Recommended Strategic Planning Framework, June 16, 2026.
- b) Motion: That the Downtown Paris BIA Board approve the Strategic Planning Subcommittee's recommended strategic planning framework, including the mission direction, vision direction, downtown activation direction, strategic priorities, action plan structure, and first area for detailed work;
And that the Strategic Planning Subcommittee be directed to develop the next-stage master action plan for Board consideration. **Motion made by Zack, seconded by Sara.**

10) Coordinator Report – Julia Markle, Communications (Inbox, Paris Pulse

- a) Telfer Place Retirement Home reached out and wants to know how we can collaborate to support downtown Paris
- b) A couple businesses are reaching about wanting to become vendors in markets downtown – giving them host business website contact link
- c) Paris Pulse coming out July 8th and sticking to a biweekly schedule
- d) Website updated to support new promenade events and

11) New business

Next Meeting(s) and Planning

Promotions - TBD

Scheduled Board Meeting – Wednesday, August 12, 2026 @ 9 a.m.

Communications Subcommittee- TBD

Strategic Planning Subcommittee- TBD

MOTION to adjourn made by: David and seconded by Sara