



Creemore Business Improvement Area Board Minutes

The Creemore Business Improvement Area Board met in-person at Creemore Station on the Green, 10 Caroline Street East, on March 31, 2026 at 05:00 PM.

Those in attendance were:

Members: Nancy Johnston, President
Linda de Winter, Secretary
Sara Hershoff, Treasurer
Laurie Severn, Past President
Heather Harding, Director

Regrets: Councillor John Broderick, Council Representative
Mayor Measures, Ex Officio

Staff: Shannon Peart, Legislative Coordinator - Committee & Boards

1. Call to Order

Nancy Johnson, President called the meeting to order at 5:01 p.m.

2. Approval of Agenda

Moved by Linda de Winter

Seconded by Laurie Severn

Be It Resolved that the Creemore Business Improvement Area Board hereby approve the meeting Agenda dated March 31, 2026, as amended.

Item added:

Streetscaping Update

Motion Carried

3. Declaration of Interest

None.

4. Approval of Previous Minutes

Moved by Linda de Winter

Seconded by Heather Harding

Be It Resolved that the Creemore Business Improvement Area Board hereby approve the meeting minutes dated October 28th, 2025 and the Priority Meeting Minutes from November 13th, 2025, as presented.

Motion Carried

5. Executive Reports

5.1 President's Report

President Nancy Johnson reported that it is a quieter time of year. She encouraged continued support for newer businesses and checking in with neighbouring businesses, noting that seasonal visitors typically return.

Moved by Heather Harding

Seconded by Linda de Winter

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

Motion Carried

5.2 Treasurer's Report

Treasurer Sara Hershoff provided an update on the 2025 financials, noting expenses have been submitted and are on track with the approved budget, including approximately \$13,000 for the streetscaping project. Significant donations were received in 2025.

A first quarter update was also provided, noting donations received, with the \$25,000 levy and \$1,000 foundation contribution not yet invoiced. The Treasurer's report was provided in writing and will be scanned for the record.

Moved by Linda de Winter

Seconded by Laurie Severn

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

Motion Carried

6. Levy Change

The Board discussed a potential increase to the Business Improvement Area Board levy and the process required to implement a change, noting that it involves coordination with the Clerk's Department and should begin as soon as possible. Discussion included considering an overall levy increase and impacts per business, with the current levy at \$25,000 annually. The Board also discussed educating members on the levy, potential service enhancements such as streetscape improvements, and surveying membership to determine priorities. The Annual General Meeting of the Membership in September would provide an opportunity to engage members. The Board discussed forming a sub-committee to review levy procedures with the Township and report back.

Moved by Heather Harding

Seconded by Sara Hershoff

Be It Resolved that the Creemore Business Improvement Area Board establish a Levy Sub-Committee consisting of Laurie Severn, Sara Hershoff, Shannon Peart, Legislative Coordinator, Nancy Johnson, and Linda de Winter to review and report back with procedures for a levy change for 2027.

Motion Carried

7. Streetscaping Update

Item to be deferred to next meeting.

8. Events

8.1 Summer Solstice Committee

The summer solstice sub-committee will provide a full planning report of the upcoming event at next month's meeting.

Moved by Sara Hershoff

Seconded by Laurie Severn

Be It Resolved that the Creemore Business Improvement Area Board create a sub-committee for Summer Solstice, consisting of Sara Hershoff, Nancy Johnston, Linda de Winter and Jeremy Mantesso.

8.2 Easter Egg Hunt Report - Jeremy Montesso

The Board received an update on the upcoming Easter Egg Hunt at Village Green from Jeremy Montesso. In partnership with Clearview Community Church approximately 9,000 bags of chocolate eggs will be distributed with volunteer support. Activities at the Village Green will include children's programming, a performance by a Children's Choir, and a Touch-a-Truck display. The Creemore BIA businesses are encouraged to participate to help drive foot traffic, with promotion through social media campaign.

8.3 Sweep Up the Sidewalk Committee

The Board discussed a new community clean-up initiative supported by the donation of approximately 80 brooms purchased by a local resident. Creemore Springs Brewery will host a paint night for volunteers, after which the decorated brooms will be hung throughout downtown to encourage sidewalk sweeping. The sub-committee will bring forward a full report on the upcoming event at the next meeting.

Moved by Nancy Johnston

Seconded by Heather Harding

Be It Resolved that the Creemore Business Improvement Area Board create a sub-committee for sweep up the sidewalk cleanup event.

Motion Carried

8.4 Turas Mor - May 9th, 2026

The Board received an update on the event from Heather Harding. The event has been advertised in the local newspaper and organizers are completing cold calls and arranging a street closure. Approximately 700 participants are currently registered, with a goal of 850. Registrations include participants traveling all the way from Windsor, Montreal, and Sault Ste. Marie.

8.5 Garbage and Flowers

The Board welcomed Steve back, who has taken over garbage collection duties. It was noted that a few collections were missed, and the next maintenance priority will focus on flowers. The Committee discussed reducing plant varieties to four consistent types, noting some are not thriving and are being overtaken, resulting in unnecessary costs.

9. Marketing

9.1 Website and A-Frames

The Board discussed the website and ongoing social media efforts. Consideration was given to a rack card and A-frame signage, with a focus on promoting signature events such as the Arts Fest. It was also discussed that the Township typically distributes rack cards in early May. The Board will try to circulate materials to move forward with producing rack cards.

10. New Business

10.1 2026 Creemore BIA Election

The Board briefly discussed the upcoming municipal election and the Creemore BIA election which occurs a few months after the municipal election. An updated membership list will be required, and Shannon Peart, Legislative Coordinator – Committees & Boards, will work with Secretary Linda de Winter to advise on the steps to follow to prepare the updated 2026 membership list in advance of the October 26, 2026 municipal election. A sub-committee will be discussed at the next meeting. Sara Hershoff will review the OBIA election toolkit, and Shannon Peart will report back on the election process and next steps.

10.2 Alcohol Risk Management Policy - Update

Amanda Murray, Manager of Parks and Recreation, provided an overview of updates to the Township's Alcohol Risk Management Policy and responded to Board questions regarding requirements and application. Updates include events with over 100 guests requiring two licensed security guards, with ticket sellers, bartenders, and door monitors required to hold Smart Serve certification. Shannon Peart, Legislative Coordinator – Committees & Boards, will circulate information on Township reimbursement for volunteer training, including Smart Serve and Food Handler certification.

11. Next Meeting

April 28th, 2026 at 5:00 p.m.

12. Adjournment

Moved by Laurie Severn

Seconded by Heather Harding

Be It Resolved that the Creemore Business Improvement Area Board meeting hereby be adjourned at 6:20 p.m.

Motion Carried

Nancy Johnston, President

Shannon Peart, Legislative Coordinator - Committee & Boards