



TOWN OF MINTO

MEETING DATE: May 6, 2025
REPORT TO: Mayor and Council
SERVICE AREA: Economic Development
SUBJECT: EC DEV 2025-009 – Signage Grant P30 and Façade Grant P23 – Elegant Aesthetics 125 Main St. W, Palmerston

RECOMMENDATIONS:

THAT the Council of the Town of Minto hereby receives report EC DEV 2025-009 – Signage Grant P30 and Façade Grant P23 – Elegant Aesthetics 125 Main St. W, Palmerston, prepared by the Director, Economic and Community Development, for information purposes;

AND FURTHER THAT the Council of the Town of Minto approves Signage Grant P30 for \$468.07 and Façade Grant P23 for \$3,000.

BACKGROUND:

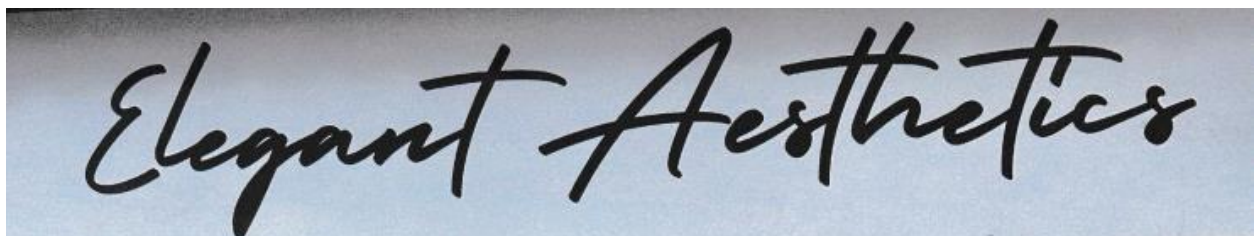
The Signage Grant Program was initiated in 2009. The 2025 CIP budget is \$35,000, and this is the fourth application of 2025.

Elegant Aesthetics is a new business opening this month in downtown Palmerston in the former Oranje Grove location. The business is owned by Nicole Crispin who will be offering a variety of services including hair, waxing, spray tans, lashes, nails and more.

COMMENTS:

The proposed new sign is a 2' X 9'6" dibond sign. The façade improvement includes the purchase of a new commercial window and door. This will improve storefront aesthetics as well as help with energy efficiency and cost savings for the business. A 113 X 54 storefront window will be installed as well as a 36 X 84 new aluminum entrance door with frame and standard hardware.

PROPOSED SIGNAGE



EXISTING FAÇADE



The next Economic Development and Planning Committee (EDPC) meeting is not until June 5, 2025, therefore this application was reviewed and approved by the Committee via email on May 1, 2025.

FINANCIAL CONSIDERATION:

The lowest signage quote provided was \$936.13 + tax and therefore is eligible for \$468.07 through the signage grant program. The façade improvement quote was for \$6920 + HST and therefore qualifies for the maximum matching grant of \$3,000. If these grants are approved \$29,692.40 will remain in the CIP budget for 2025.

STRATEGIC PLAN:

GOAL 3: Strong Vibrant Economy

Progressively support our local businesses while leveraging Minto's competitive advantages to attract new economic investment.

PREPARED BY: Belinda Wick-Graham, Director, Economic & Community Development

RECOMMENDED BY: Gregg Furtney, Chief Administrative Officer (CAO)

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