

Central Huron BIA

Annual General Meeting DRAFT Minutes

AUGUST 11, 2020

6PM Grandstand Park

ATTENDANCE – Sandy Garnet, Sandra Campbell, Jesse Lambert, Melissa Livingstone, Bob and Janice Clark, Kaushik Patel, Daniel Caudle, Dave Jewitt, Alison Lobb, Marg Anderson, Joyce Ridder, Bob Montgomery, Dawn Bonneau

Regrets: Tania Gregotski, Bill Leach, Jackie Dickson

6:10pm – Chair Sandy Garnet welcomed everyone and opened the meeting. Dawn Bonneau agreed to act as Secretary for the meeting.

**David Jewitt motioned to accept the Annual General Meeting from May 14, 2019 as presented. Sandra Garnet seconded as there were no others from last year’s meeting in attendance.**

**Jesse Lambert motioned to accept the 2019 Financials as received. Motion seconded by Sandra Campbell, all in favour, motion carried.**

**Election of Directors for 2020-2022:** No other names were put forward in the 2 weeks since invitations to the AGM were sent out.

Council Rep – Dave Jewitt

Chair – Sandy Garnet

Co Chair – Jackie Dickson

Sandy Garnet asked Sandra Campbell to be a second co-chair (to learn the procedures along with Jackie)

Secretary – Dawn Bonneau

Beautification – Tania Gregotski

Marketing – Sandra Campbell

Social Networking – Jesse Lambert

Members at large: Lori Lear, Melissa Livingstone, Bill Leach, Joyce Ridder

**Melissa Livingstone motioned to accept the nominations for Directors. Motion seconded by Kaushik Patel, all in favour, motion carried.**

**NEW BUSINESS**

**Sandra Campbell motioned to pass the 2020 Budget as presented. Seconded by Kaushik Patel, all in favour. Motion carried.**

**Jesse Lambert motioned to remove co signees Jeff Roy and Jessica Carnochan. Seconded by Sandra Campbell, all in favour. Motion carried.**

**Jesse Lambert motioned to accept new co-signees Sandra Campbell, Jackie Dickson and Sandra Garnet, seconded by Melissa Livingstone. All were in favour, motion carried.**

**Melissa Livingstone motioned that Seebach and Company be the financial auditors for the BIA. Seconded by David Jewitt, all in favour, motion carried.**

**PRESENT STRATEGIC PLAN** – Alison Lobb

* Focus on Long Range Goals (our wish list)
* Evaluating can’t be completed at this time as Covid 19 ceased communication
* Presentation to council should be completed prior to October as that is when Council’s budget is due

Question: Bob and Janice want to know if there is a group to sustain new businesses during construction starting in April?

Question: Sandra Campbell wants a one on one with each new business regarding actual sustainability during construction

Question: Bob and Janice want a website or link for stores of what is open and how to get there for his clients that stay at the B&B and thinks it should be offered at the tourism information place as well as having checkpoint directory signage on the streets

Statement: Dave Jewitt will report to BIA following monthly meeting regarding construction as he sits on the Board of Communication for Construction project

Question: Kaushik Patel wants to know if completing one block first then the other is an option, as he has seen in other places and it got good feedback.

Statement: Sandy Garnet stated it was discussed but the cost was too high. Seeing as it is only a few blocks it makes more sense and better on budget to complete both sides at once.

Question: Melissa Livingstone wants to know what happened to the marketing brochure showing all the stores with map of Clinton, with the hours and contact information.

Statement: Sandra Campbell said that with Covid 19 it was put to a halt but hoping to have it completed before construction.

Statement: Dave Jewitt suggested that we all subscribe to the email link for Economic Development and to follow them on Facebook as they send out very good information.

PRESENTATION OF STRATEGIC PLAN CONT’D – Alison Lobb

* “Increase communication with the community”
* In Writing – Develop a marketing strategy and obtain funding to implement it

Statement: Bob and Janice are interested in a tag line during construction of “small is better” to promote locally made and have easy access for visitors.

PRESENTATION OF STRATEGIC PLAN CONT’D – Alison Lobb

* Unified marketing regarding Covid 19 imperative to give the community a sense of “one mind”, cohesive safety.
* RED Funding needs to be applied for where applicable
* Marketing Board should be focused on a new plan created for Covid 19 and 2021 for new Membership
* Online and Zoom orientation kits for Members. New Members, Associate Members
* Membership and Board need to review Bylaws
* Voting rights for Associate Members is recommended as a whole as One Vote, so they feel heard and that they matter
* Change structure of meetings to encourage attendance
* Longer range Goals to increase attendance
* Short videos need to be presented to council to complete regarding stores/businesses that Clinton has to offer.

Statement: Jesse Lambert is going to put in a proposal of 1-3-minute videos to council

**Sandra Campbell motioned to accept this Strategic Plan until 2022, Seconded by Jesse Lambert. All in favour, motion carried.**

Statement: Kaushik Patel, pleading to all in attendance to promote Shop Local as the impact is devastating if we don’t.

Statement: Sandy Garnet the website and Social Media is promoting Shop Local but if everyone puts it on their own websites and social media it will create a larger impact.

**Sandra Garnet adjourned the meeting at 7:30pm.**