

2021 AGM Agenda

2021 Budget.



Central Huron BIA Annual General Meeting
Tuesday, August 10, 2021
BBQ at 6pm – Meeting begins at 7
Location: Kildonan House

Introductions:

1.0 Motion to pass the 2020 Annual General Meeting minutes.

2.0 Chair Updates:

3.0 Sandra Campbell update Marketing

4.0 Treasurers Report

3.1 Seebach & Co. sent a Draft copy of the 2020 Audit – See attached

- 3.2 Bills to be paid**
- Bob Clark – reimburse for food today
 - Sandy Garnet – reimburse for Bartliff's dessert Tray
 - Other

3.3 Official Passing of 2021 Budget – See attached

5.0 Board of Management continuing in 2021

Chair – Sandy Garnet

Co Chair – Sandra Campbell

Co Chair in training – Tracy Buhrows Leach

Secretary – Dawn Bonneau

Council Rep – Dave Jewitt

Beautification –

Marketing – Sandra Campbell & Tracy Buhrows Leach

Social Networking – Jesse Lambert & Tracy Buhrows Leach

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

6.0 Motion to Adjourn



2021 Budget

Incomes,

Tax Levies	\$27,000.00
Associate Members (8)	\$ 1,200.00
Retained Earnings & Surplus	\$
Total	\$28,200.00

Total Income \$28,200.00

Expenses

Beautification

Christmas Decorations -	\$ 850.00
Hanging Baskets & Street Planters	\$ 3,000.00
Employee Wages (watering, Lights, odd jobs)	\$ 3,000.00
Planter Tender (only need every 3 years, so work it into above \$6,000.)	

Total \$ 6,850.00

Balance \$ 21,350.00

Promotions (Print items, prizes)

AGM invitations	\$ 85.00
Easter Egg Hunt	\$ 25.00 (donuts for winning family from Bartliffs)
Spring Ladies Day Out	\$ 300.00
Tiny Tot Parade	\$ 30.00
Ladies Day Out - Christmas Launch	\$ 500.00
Santa's Coming to Town	\$ 500.00

Total \$ 1,440.00

Balance \$ 19,910.00

Events/Sponsorships

Revitalization Donation –handrails	\$ 1000.00 (requested Corrie's Foodland to consider this)
Remembrance Day Wreath	\$ 50.00
AGM (advertising & food)	\$ 500.00
OBIA Conference	\$ 1800.00

Total \$ 3,350.00

Balance \$ 16,560.00

Meeting Costs

Zoom Membership	\$ 200.00
Total	\$ 200.00

Balance \$ 16,360.00

Advertising – Google Ads, Facebook, local paper

Daytripping Magazine (Clinton Page)	\$ 450.00	(3 issues-use to advertise Clinton Open contest!)
Stops Along the Way	\$ 370.00	(2 issues-use to advertise Clinton Open contest!)
Easter Egg Hunt	\$ 50.00	
Spring Ladies Day Out	\$ 300.00	
Ladies Day - Launch	\$ 300.00	
Santa's Coming to Town	\$ 50.00	
Total	\$ 1,520.00	
	Balance	\$ 14,840.00

Other Expenses

New Quickbooks for Treasurer		
Memberships (OBIA)	\$ 305.27	
Website Costs (domain name, host)	\$ 250.00	
Financial Audit	\$ 800.00	
Radio (CKNX ads \$282.50x3 station = \$847.50/month)	\$ 5932.50	BIA pays for 7, Municipality (Angela's events 4)
Total	\$ 8,087.77	
	Balance	\$ 6,752.23

Clinton is Open (Contests, advertising, signage, paint for back doors...)

Advertising: Google, Facebook, Instagram	\$ 3,000.00	
Videos for Social Media	\$ 500.00	
Royal Treatment Program	\$ 3,400.00	
Contests, Give aways (Big Dig Dollars)	\$ 650.00	
Total	\$ 7,550.00	
	Balance	\$ -797.77

As we may need to assist with signage, painting back doors, flowers along front and back entrances to entice shoppers to stop, we will be approaching Council for additional funds, the amount to be determined.

March 14, 2022

Dear members,

Please review the information below and we look forward to discussing at our next BIA meeting, which is the Annual General Meeting, April 5 at 7pm. We have made sweeping changes due to the lack of volunteers and names put forth for our Board of Management in order to keep the organization going. For the foreseeable future we will focus on advertising and maintaining our downtown beautification efforts, as recommended by our OMAFRA representative and now County Economic Development Director Vicki Lass. There will be no promotions or events by the BIA. Some funds have been allocated to a misc. fund that will allow a promotion to happen IF someone presents a plan, gets the expenditure approved IN ADVANCE, and executes the plan.

Budget and BIA review...

Budget:

1. Our levy is static, so the only way to increase our budget is to find more associate members AND get the invoices out to those that have already agreed to be associate members. We need someone to maintain the list and each year (in November or December) reach out to Central Huron with the new list and ask for the invoices to be prepared...so they are paid by Jan1st.
2. Beautification- funds have been allocated to flowers, watering and downtown decoration. All aspects will be hired out to ensure the jobs are done properly and in a timely manner.
3. Promotions & Events have been eliminated due to lack of volunteers.
4. Advertising-we will maintain the Blackburn advertising. Sandy will take care of the copy and deadlines for this. General advertising will be available for opportunities that come along throughout the year. If an advertising option is presented, please create and submit the proposed ad along with the budget request. It will be up to you to coordinate with the supplier for deadlines and make sure it gets submitted on time.

BIA Review:

- a) We are recommending a 10% increase in the BIA Levy. Labour costs are increasing every year while we have not had an increase in over 15 years.
- b) We are recommending that we move to quarterly meetings. Everyone is busy and attendance is poor. Let's have fewer meetings and make them more concise and effective. This will have to be approved at the AGM with a new bylaw.
- c) If you want to discuss a topic, it must be submitted in advance for the agenda. Please include a report with your ideas/suggestions so others can read it in advance, come prepared with questions/suggestions ... so a decision can be made quickly and easily.

- d) In order to save the cost of a zoom membership, meetings will be limited to 40 minutes as allowed by the free account. Please be in the meeting room in advance so the meeting starts right on time and every minute is used productively. If anyone has a zoom membership already and would like to share with the group, that would be appreciated. Otherwise we'll stick to the 40 minute requirement.
- e) Sandy will no longer be coordinating Daytripper (or other publications). Rhonda will be reaching out to you, and will send you an invoice directly.
- f) We request a resolution that Sandy be able to approve expenditures up to \$400 as more flexibility is necessary in order to take advantage of opportunities and pay our bills on time.

With these new changes, perhaps the BIA can rest, regroup and come back stronger. For now, if you want more to happen, you must take it on yourself and/or find another member to assist you.

Please RSVP to clinton.centralhuronbia@gmail.com your attendance, or regrets. Thank you.

Sandra Garnet
Chair, Central Huron BIA
Made in Huron Artisan Market
519 525 0671

Marketing Committee Update – 2021

Covid had a big impact on our marketing and promotions during the first 5 months of the year. The Easter Egg Hunt was not possible, but we did hold a kid's colouring contest that went very well. Our Spring Ladies night was cancelled as well.

The dig started at the beginning of June and most of the marketing efforts for the last part of the year were focused on the dig and getting people to support the stores and businesses.

Big Dig Launch

The colouring contest to give a child the chance to be King or Queen of dig went over very well. The BIA worked with the town to promote and advertise the dig during the Albert Street closure.

Weekly Draws and Grand Prize Draw

The weekly dig draws went very well with great participation. In the end, there was a garbage bag full of entries for the grand prize draws! The weekly winners were promoted on social media as well as the Grand Prize winners.

Big Dig Dollars

They were used in the weekly give-away draws and Grand Prizes and were handed out over the course of the dig. The Dig Dollars all expired at the end of Dec 2021.

Sidewalk Sales

We had hoped to hold them in Artist Alley but due to lack of participation and lack of staff at many stores, we only did one sidewalk sale in Aug and one in Sept.

Google ads

The BIA ran continuous Google ads during the dig promoting the great shopping in Clinton, day trips, Artist Alley, and the sidewalk sales. The ads were viewed by over 200,000 people; having that kind of exposure for Clinton was great!

Facebook & Instagram

We ran monthly ads on the sidewalk sale, weekly giveaways, the grand prizes, and Artist Alley which continued until October.

Royal Dig Reporter Videos

Three Brittany videos were completed and launched. They highlighted the weekly draw/grand prizes, artist alley, sidewalk sales, and a message of support for the downtown stores and businesses. The first one launched at the start of the construction, then one with Lavis Construction in August, and the last one was with Santa in October. The videos did well on social media with thousands of views.

Focus Paper ads

Two full-page ads were put in the paper advertising the sidewalk sales, weekly draws, grand prizes, and ladies' night. The ads brought many people in from the region and Goderich to shop.

BIA Radio Ads & Shoreline today 99.7

Sidewalk sales along with a message to support the stores were advertised in the BIA radio ads and on Shoreline Today 99.7.

Women's Shelter Fundraiser: Oct 1- Nov 30, 2021

Everyone Deserves a Safe Christmas

The fundraiser exceeded our expectations with many of the stores and businesses selling tickets, donating raffle prizes, supplies, or donating cash. Together, we raised \$2,837.00 which included a \$100 donation by a local business after the fundraiser. The money was used to buy a Christmas gift for every woman and child in the Huron Women's Shelter and second stage housing along with much need supplies. A big thank you for your support!

Harvest Fest

Harvest Fest was cancelled due to the dig.

Ladies Night – November

This was advertised in the Focus newspaper and on social media. We had wine companies set up in two locations and it was a good turnout. At dusk, the town opened Albert Street after 5 months of construction; a great way to end the evening!

Santa Clause is Coming to Town

Santa came to town Dec 2-4th. The BIA purchased gift cards from the stores/business again this year and Santa went to the stores each day to give out the gift cards and Big Dig Dollars cards to shoppers.