



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.

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