BIA Meeting – March 18, 2021 ZOOM Call

**MINUTES**

Attending: David Jewitt, Jeremy Matheson, Sandra Garnet, Sandra Campbell

Clarification from last BIA Meeting

1. Angela Smith works for the Municipality. The BIA does not pay her wages. We have been lucky to have her assistance so much this past year because of Covid, but we cannot rely on her time once things open up. Angela and I are working together to create a strong base for the new Board moving ahead, with a new website that will be user friendly.

1.1 In regards to last meetings signage topic, Dave Jewitt suggested that Roger Brooks may be able to help us choose the best signage options, when he comes for a tour of our businesses.

Look at the signage pointing to the Arena, Slots and Beer Store...these may be an option at every corner, naming the businesses in that block.

Another idea is signage coming out from the buildings, easy to be seen as shoppers walk

the streets.

1. Committee Working within the BIA – Promotion/Marketing – Chair: Sandy Campbell

Committee members: Melissa Livingstone, Sandy Garnet, Dawn Bonneau

Beautification – *Chair and Committee members needed*

Social Media Committee – Chair: Jesse Lambert

Committee members: Sandy Garnet, Sandra Campbell

1. Jackie Dickson has sent her letter of resignation to Sandra Garnet, effective immediately – Please think of business owners who would be willing to serve on the board in her place.
   1. Jeremy has experience with Milverton’s Chamber and being a Council member. He wants to see Clinton’s BIA succeed, and is willing to work with is for a year or two, then gradually hand it off to the operators of the Zehr’s Insurance office in Clinton. He is willing to go door to door and meet the business owners, try to get more involved with attending the meetings, and join the committees.
2. Even with such a small group, we had quorum and felt it best to complete the motion to pass the 2021 Budget, so it could be sent to Jeff Boyes and presented at Council March 23.

**Sandra Campbell motioned to accept the 2021 Budget as presented at March 9 Meeting. Seconded by David Jewitt, all in favour, passed.**

1. Annual General Meeting will be held April 12. Do you want a face to face meeting with distancing? Or Continue to do Zoom? We need to vote in another member to replace Jackie, share committee reports, share 2020 Financial Report and ? Time and ?
   1. Those in attendance thought it wise to postpone the Annual General Meeting until we could insure better attendance. The extra time may also allow us to meet together, even if outdoors. We are looking at the second Tuesday in June for the AGM.
   2. It would be ideal to create a simple survey to send to all business owners:

What does your BIA mean to you?

What should the BIA priorities be?

What do you see the direction of the BIA taking?

Sandy Garnet was going to put this survey together and send out to our membership.

\*\*\*UPDATE It is not easy to create a FREE survey, I am having issues with this. Does anyone have a paid Survey Monkey account we could use?

Meeting ended at 6:45.