



**Board of Management Meeting
Tuesday October 13th 2015
6:15 pm
Fire Hall Board Room, Clinton**

ATTENDING: Jessica Carnochan, Erin Samuella, Sandra Garnet, Deb Moran, Darlene Hymers, Dan Colquhoun, Dan Groves, Jeff roy, Michael Russo, Tricia Renner Robinson, Craig, Marilyn Tyndall,

Dan Colquhoun motioned to accept the Sept. 8 2015 minutes. Dan Groves seconded.

Chatter from the Chairs – Tricia and Michael

Erin Samuella was introduced. She will be assisting with the website during her 3 month contract. Tricia, Erin and Craig met to go over details of website upkeep earlier this week.

EMAIL BLASTS/LISTS

Board of Management has been looking for larger list to access on their own to pass on information relevant to promotions, beautification etc. With the new privacy laws the Chairs would like to have all emails come through their gmail account so recipients will recognize who is sending it. Mail chimp will allow us to build certain lists for Promotion, Beautification etc.) The PULSE is being used more to send info from the Website as it also updates Twitter and Facebook at the same time.

STEERING COMMITTEE UPDATE-MICHAEL

They had a short, brief meeting with updates from Matt Lee. REACH happenings-dances, social events, new college program is started and getting full. Matt Lee will email BIA chairs information and Erin will put it on our website. Not much to update on council happenings. The Community Improvement Plan from Peter, funded by the Nuclear group was not approved. Council will not be going forward with this.

Sending back to Steering Committee – Jeff asked the response of not liking to share Economic Development position - It wasn't discussed. Council handled it in an In-Camera session so we aren't privy to the decision.

Contact North is the new program at REACH beginning Oct. 20. Tricia will send email with information.

WEBSITE PRESENTATION

Craig began with cleanup of backend area, grouped some pages together to make the home page clearer and easier to navigate.

“Specials” button will highlight business sales etc. Use a code to be shown at business for discount, great way to drive customers to your store. Valued Associate members are listed and if clicked it shows a description of business...under that is a sign-up for the Newsletter, which can be



broken down into different lists...food, buyers, visitors, etc....Shop in Huron is slow until we get the information repaired on the County site, which has someone hired now to do this.

There is a section on advertising how-tos, instagram account shows most current activities. After HOME page is PULSE page...everything on here goes to Twitter and Facebook. Community Events has been set up as a calendar that will go to more info when you click on an event.

Craig handed out a brief template that business can fill out for submissions to Website. Jeff and Jessica asked if it was possible to have an online template to be filled out, be approved then it can be uploaded ---totally doable!

Site cleaned up to be Mobile friendly...

Craig checked the APP – It is using whatever the Website uploads...the more we post on social media and Pulse, more contacts are made, more users will be seen.

TREASURERS REPORT

Deb Moran We began with a balance of \$21,961.42. We have received the BIA levy from the Municipality of \$6,750. \$609.64 was paid back to Municipality. End balance is \$28,076.78
Bills to submit from Max Print (Scarecrow Festival, Market,)...Bon Vivant (REACH student meal)...
Sandy Garnet for the BIA meal

Deb will have an up to date budget for our next BIA meeting.

Jessica Carnochan motioned to accept the Treasurer's Report as presented. Jeff Roy seconded, all in favour, motion carried.

NEWS FROM COUNCIL

Dan Colquhoun New Business opening, and interest in some others coming...

Dan presented the idea of Veteran Banners going up for the fall season in Clinton, partner with the Legion, BIA and Municipality....

Jeff Roy motioned we support the Veteran Banner Project and work in partnership with the Legion and municipality to offer these to Central Huron residents. Dan Groves seconded, all were in favour, motion carried.

-County Economic Study is being worked on by Peggy, no new information

BIA EVENT DOLLAR PROGRAM

Tricia introduced this program to all downtown businesses and met with approval by all.

Approximately \$600 Scarecrow dollars were awarded so we can see how they work, where they spend it.

COMMITTEE REPORTS

Please provide Minutes with Next Meeting Dates

Scarecrow Festival Debrief – Dynamite weather...chili raised \$314(up 10 people), \$140 for Porky Plop 50/50 split, Entertainment was great, 9 scarecrows (need more), right on budget. The committee will meet soon to discuss how to make next years better.

Promotions Committee – Jess – Tiny Tot Parade...posters are out, daycare and library need posters...



Ladies ONLY...Robert Q travel will participate this year, postcards coming this week...
Parade...will we have a float? Marilyn suggests sending an email to see who wants to build it or is our banner able to go on the Municipal float? Tricia will ask.
Dan C. can you ask Legion if they are doing a Santa Breakfast and will they need help?
Natasha...Radar program has a County of Huron page with BIA on it.
Gala – Tricia – Cancelled, not enough support from sponsors or tickets etc.

BEAUTIFICATION

Marilyn-65 cornstalks are on light poles...thanks to volunteers –
Doors are being painted slowly, Clinton newspaper did an article. Marilyn will ask them to send a digital copy to our gmail account for us to put on BIA website. Eileen will do a vignette of all the doors local to us – We intend to carry the door theme throughout the entire year. Verbeeks is partnering with us in a Christmas theme for the vacant lot...using old doors from Martin Steele painted for Christmas (fall colours for fall...spring...etc.)...how to safely display these doors maybe cut a hole for faces to have a photo opportunity. Libro gave \$300 to the Door project...
Nov. 12, Ladies Only will have lights on for Town Hall area, others will come as Erie Thames do it. Tender for street Plants needs to go out soon. There was a question about the Municipality paying again this year - Michael understood that we pay the bills, submit to Municipality and we will be reimbursed! The advertisement will be put into the local newspaper within two weeks of meeting for tender (40 hanging baskets, street planters, flowers planted) Put in paper, have newspaper send an electronic copy to BIA chairs to add on Website.
Dan Colquhoun motioned to put the flower tender into the local newspaper and on the BIA website. Jeff Roy seconded the motion, all were in favour. Motion carried.
Marilyn, Percy and community in blooms reps met with the Municipality about how we could help to get the flower beds cleaned out. Unfortunately they were made to feel like they shouldn't be asking for "more", since the Municipality does so much for the BIA now. Jeff Roy suggested a committee of BIA and CIB members meet with the Municipality to go over expectations for volunteers or paid staff. Michael and Tricia as BIA Chairs will convene a meeting between all the groups to discuss this.
BA5 Future - Deb It has been so hard to get business people to attend as evenings are busy. There has been a great effort made by Deb and the participating businesses, but it has been difficult to bring a good crowd. Future Business After 5 meetings will be cancelled.
Are we better to have a special speaker, trade show, through daytime hours?

DISCUSSION OF JEFF ROY'S EMAIL FROM SEPTEMBER 28TH

"The issue of the gala being cancelled is not the committee members or the business communities fault. I am not sure how we were expected to run a gala, when we have not been given the paid help we were promised by Municipality of Central Huron in 2015. We had Genny on contract the last two Gala's and things get done. We were lead to believe we would have help in 2015 but this has not happened.

If the Gala is cancelled make sure this is not spun politically that It was cancelled because the



business community does not support this event. Make it crystal clear the real cause of the gala failure is the Municipality of Central Huron inability to hire someone to help us with the gala.

Central Huron's problems in hiring, training, evaluating and managing the Clinton Central Huron's BIA, paid help, this year, has affected our ability to accomplish our tasks and goals in 2015. We have tried to communicate these problems but it is getting no action and is not being taken seriously by council and Central Huron Management."

What to do moving forward...

Attend a Committee of Whole meeting, or arrange for the Elected Municipal Officials to meet with BIA BOM. Bring our concerns ...show what we had 18 months ago, once we had lost EDO we have lost momentum with projects.

*** Michael will start with Steering committee to request a meeting with elected officials
Erin's 3 month contract is to help with Website, but has no intent to hire someone else?

NEW BUSINESS FOR THE NEXT MEETING

Remembrance Day Wreath laying...Jessica Carnochan will do this.

Facade plan by Peter (Community improvement plan...we could take what we like and implement on our own.

Business night at Radars game -???

Motion to Adjourn Jeff Roy

Next meeting is November 10th

Important Dates:

**Amazing Race October 17th Cancelled

**Tiny Tot Parade October 30th

** Ladies ONLY - 10am-9pm November 12th