

Board of Management Meeting Minutes
Tuesday, September 9th 2014 at 6:15 pm
Fire Hall Board Room, Clinton

In Attendance: Tricia Renner, Michael Russo, Deb Moran, Alison Lobb, Patrick Nagle, Brenda Sjaarda, Marilyn Tyndall, Eileen Blake, Sandy Garnet, Genny Smith

1.0 Deb Moran motioned to pass the August 2014 minutes. Marilyn Tyndall seconded, all were in favour, motion carried.

2.0 Additions and Deletions to Agenda

Eileen Blake – update on APP 11.0

3.0 Speaker — HEAP Huron County Economic Action Plan – Tricia

Jeff and Tricia will be attending the invitation only meeting on Sept. 17. The basic question to answer is ...“What’s holding you back from expanding your business?” Do we have Pros, Cons on working with other BIA’s and Chambers to share at this meeting.... A) It would seem a good idea to join together with other groups....b) it is good that this meeting is driven by OMAFRA since they are the funding agents and they WANT to work with the groups
If there are items you would like Tricia to bring to the meeting, email her before next Wednesday

4.0 Chatter from the Chairs – Tricia and Michael

Congratulations to Patrick, Alison and Genny on filing their papers for the upcoming Election.

5.0 Treasurers Report – Nina Turner –(put off until she comes)

5.1 BIA Bucks

6.0 Committee Reports – Please provide minutes from meetings

6.1 Newsletter - Deb – information needs to be to her for Distribution by Oct.

There will be articles from the Amazing Race and Scarecrow Festival. This will be a perfect opportunity to advertise your Christmas Open House or Holiday specials

6.2 Promotions – Nina (absent)

6.2.1 Tiny Tot Parade – Patrick brought copies of the poster to hand out

6.2.2 Christmas

6.2.2.1 Ladies Night Out

6.2.2.2 Parade Float

6.2.2.3 Other promotions?

6.3 Steering Committee- Michael

Peggy Van Mierlo-West has asked that the BIA Minutes be included at their meetings

- Update on Feasibility Report and Genny's Contract. Patrick asked to see a copy of the Feasibility Report, he was told to request a copy from Peggy to share with the BIA
Genny has said she will not renew her contract for 2015.
- Update on Digital sign...software had quit, not allowing changes, uploads etc...company was not helpful...Sign Ontario (original sign company) has gotten involved with the Media company from Oakville and is pushing them to stand behind their contract. Genny is hoping they will be at Council to explain options.
- Discussion on CIC position: The BIA needs to have clear expectations of what they expect from this position. What will happen next year regarding contract...Peggy said there would be a position, but labeled Economic Development

So much of this is put on hold until the Elections are over...not committing at this point, but it is important to get our list ready at next meeting, to begin communicating with the new Council ASAP.

6.3.1 Things to be taken to the Steering Committee

7 Open Discussion on CIC job position

Will the BIA have any of the time of this new position?

Since Genny is not renewing her contract at the end of December WHO is going to be taking on her responsibilities? Gala, Amazing Race, 5km, 10km Run, Social Network updates?

We need a volunteer drive from our General membership.

One MAJOR agreement...BIA needs a portion of the time of this position

Genny will send out a list of her achievements over the last 12 months so BOM can reply as to what is important to our group

Retaining relationship with the BIA

The Ability to find and get grant money

***Put this on the agenda for next meeting

8 Events

8.1 Business After 5 –Date? And Place - Deb

TCC – Sara is hosting October 10 at Clinton office...6-7

Anyone that can attend the Chamber BA5 at the OLG Slots, Thursday Sept. 11, 6-8pm...(free for BIA members to attend, need RSVP for numbers and food)...it would be good to have us attend and share our next BA5 and invite them to attend

8.2 Scarecrow Event Sept – **Jeff and Nina (both absent)** - Tricia was at the last meeting, Newspaper ads, posters and flyers are available

online, and coming soon

Chili cook-off, they NEED a commitment from businesses...BIA will provide bowls and spoons ...enough to feed 100? A Crockpot full should go a long way to serving ½ cup portions to participants.

8.3 Tradeshow Nov – **Jeff and Alison** - see Flyer Alison handed out...

Trade show participants can setup at noon...1-4 hear the speaker at REACH...afterwards, booth tours, cash bar and finger food...7-9 free attendance... Alison is putting a full page ad in the Focus with a coupon they can bring to enter a draw for a great prize.

8.4 REACH Student Card program – there were only 4 people that responded to Tricia about participating in this. Still time to let her know, it would be nice to have Hair Dressers, Restaurants and other businesses involved. There are 39 students this year, 36 which are living in Clinton!

8.5 Gala is booked for November 7th 2015 – Tricia Renner will be looking for a volunteer team soon

9 Community Improvement Coordinators Report – Genny Smith

Tuesday, Sept. 3 was the REACH Student dinner. Some Council and BIA Members were in attendance to welcome the 39 new students to Central Huron from as far away as Edmonton, Quebec and Toronto.

The Amazing Race has 18 teams of 4 registered to date. There is just shy of \$20,000 in sponsorship,(including media). Tshirts and touques will be given out along with participant goodie bags. Friday evening kicks off with a pasta dinner, volunteers eat free, \$10 each otherwise, then goes right into the first challenge. Volunteers are needed for an hour, one day, both days...whatever you can spare! Let Genny know ASAP. Unfortunately, Scarecrow Festival has become a direct competition for volunteers and participants for the Race.

10 Brochure – Patrick

10.3 Sample & Costs Patrick changed the colours on our previous Clinton & Central Huron BIA Flyer and added pertinent information. This particular sample would work well for Business Promotion, but we would want to change it up if it was to be used to attract shoppers/visitors to Central Huron. Patrick has quoted \$200 plus printing, but if too many changes were necessary, of course the price would go up.

11 Patrick motioned to adjourn.

12 Next meeting is October 14th, 2014