

Board of Management Meeting

Tuesday, Aug 12th 2014

6:15 pm

Fire Hall Board Room, Clinton

Attending: Tricia Renner, Michael Russo, Eileen Blake, Marilyn Tyndall, Jeff Roy, Deb Moran, Genny Smith, Nina Turner, Patrick Nagle, Jake Deruitter, Sandy Garnet
Guests: Tom Williscraft, Nicole Middlekamp-Hope, Scott Fletcher, Bill

1.0 Nina Turner motioned to pass the minutes from the July meeting, seconded by Patrick Nagle. All were in favour, motion carried.

2.0 There were no additions or deletions to the Agenda.

3.0 Speaker — Nicole Middlekamp-Hope with fellow members Scott Fletcher, Tom Williscraft, and Bill Clark of the Huron Chamber of Commerce

Nicole stated they are looking to expand into their name - "Huron" Chamber of Commerce, not just Goderich.

See their 2015 membership package.

BIA's and Chamber need to learn to work together for growth, partnerships provide more money

Chamber offers tiered memberships

They would like to have the CCHBIA encourage its business members to look at joining the Huron Chamber of Commerce for partnerships –

*Jeff asked if they are looking to join all Huron Chambers together...Nicole says they are looking at joining as a committee for more numbers and better results for upcoming projects.

Michael asked how do they get along with the Goderich BIA, since their focus is downtown core centred. Nicole felt positive, even though their focus is downtown where Chamber looks at larger picture. Tom Williscraft believes it is better to get more involved.

Jeff asked if the Chamber was still "Goderich centric". The committee felt it was better since the new management team has come on board. Scott Fletcher explained more seats have been added to their board to allow area representatives. Funders have requested the larger, more inclusive Chamber since 3 different groups have requested money for similar things...work together and gain viability for projects.

How do they want to see CCHBIA join? Would we join as one group, or as discounted individuals?

Meetings are now moving into regional settings...Libro in Clinton, Seaforth

Omafra has sent invitations for Sept. 17 at Seaforth Golf Club to outline how a collaboration will work

Genny Smith and Deb Moran sit on the CERC board. Are there projects that we could all work together as a regional group...share financially, project development & volunteers?

Scott Fletcher felt their Business After 5's were successful and that we would benefit from attending. Sept. they are holding one at OLG in Clinton. They usually have 20-25 in attendance at Chamber BA5s

Patrick asked if there was anyone from the CCHBIA willing to attend to build bridges between groups...

If any Central Huron Business is interested in obtaining information on what is happening with the Chamber, they could email Nicole to be added to their list for updates!

Plan of action...go over the information handed out tonight, have Tricia attend the Sept. 17 meeting and share that information at later date.

4.0 Chatter from the Chairs – Tricia and Michael

- New CCHBIA pamphlet marketing and promotions

We need to update pamphlet from 4 years ago...We probably could send info on new initiatives along with the tax bill

New business attraction kit will be viewed at the next meeting.

Patrick will give a quote for refreshing the pamphlet for next year's budget...Nina suggests finding sponsors to advertise on the pamphlet to offset the cost of production.

Carolyn Brophy sent a thank you letter for prize money, remaining prizes will be used on "Thomas Day"

5.0 Treasurers Report – Nina Turner

Terri and Nina have paid everything to date. We are over our budget by 540.

Deb Moran motioned to accept the Treasurer's Report as presented. Patrick Nagle seconded, all were in favour. Motion carried.

5.1 Associate Members – These are being contacted.

5.1.1 China Palace – Nina

5.1.2 Meyers Chem Dry – Jeff

5.1.3 Good Choice – Genny

6.0 REACH Update –

6.1 REACH Meal - Genny updated, Sept. 3, 43 students to this date...Prizes similar to previous years – a couple volunteers (3:30-4pm, packages put together for students), greeter ...Council members attend, any BOM that want to attend, let Genny know ahead of the date.

6.2 REACH student cards - REACH will print cards this year for us to offer a special to their students! Possibly have some sort of sticker in our window showing we participate...REACH very appreciative of our efforts to welcome them.

Jeff asked is it possible to have a website page promoting student savings, changes can be done by first of month or left the same, but sent to Genny well in advance to change.



BIA Chair will send out an email blast sharing that 43 students are coming, spending X amount of dollars during their 7 months...Be sure to respond for definite numbers

participating.

7.0 Committee Reports – Please provide minutes from meetings

7.1 Newsletter – Deb – sent out on website...hard copy delivered by Libro volunteers - Great feedback on it!

How often??? Bi-monthly or quarterly? Quarterly...October is next issue

Marilynn Tyndall motioned to have a Quarterly Newsletter with the next date being October 15. Nina Turner seconded, all were in favour, motion carried.

7.2 Steering Committee- Michael brought the business from the Meeting...There was an inquiry regarding the status of the updating of the Municipal Signage Bylaw. Peggy VanMierlo-West informed the group that it was currently in draft form and would be reviewed by Council possibly in the early fall. The CCHBIA would like to have some input regarding these changes. It was requested that the current and draft signage bylaw be emailed to the CCHBIA co-chairs and have the CCHBIA review the drafts. Comments would come from the BIA after the review.

Update on the RED Grants – Currently the municipality has two grants within the queue of the RED application process. This is for the REACH strategic/Business Plan and the Downtown Revitalization Plan/CIP. For both projects 50% of the funding will come from the Municipality and a matching 50% will come from OMAFRA. There was a discussion regarding the BIA Strategic Plan and attempting to find funding for these exercises. The group was informed that OMAFRA will facilitate this service free of charge. Peggy VMW will email Michael Russo a contact name from OMAFRA regarding this. There was also a discussion regarding certain beautification projects that the BIA are no longer finding sustainable. The BIA was instructed that the best solution would be to send a list of these projects to the Council for budget deliberations.

8.0 Events –

8.1 Business After 5 – Deb Moran felt that the BA5 at Marita's was a success in June! 17 in attendance! October date to be announced

8.2 Scarecrow Event Sept – Jeff and Nina have had an email meeting. Ideas include a Scarecrow contest...Business category and private...contest, judges, tying in with the 48 Hour Amazing Race. Do we want downtown Buskers, Market vendors? Touch the Firetruck? Budget...\$3,000. Try to do for \$2000.

8.3 Tradeshow Nov – Jeff and Alison – Nov. 12 Community Center for Trade show...REACH for speaker...75 to 100 tops

Non BIA members (of which we need 16) at \$125, BIA members (5)\$100 ... meal only and trade show available..encouraging employees to attend also. Need 3 sponsors at \$1000 each to make this happen with the funding we already have.

FEEDBACK: Quite a few are willing to participate from BIA

Alison and Jeff will confirm dates and send info to Genny to send out to membership

32 exhibitors needed...BIA has budgeted \$1000 for event...Michael offered the 5 tickets he gets as a sponsor for a draw to attract more BIA members!

Patrick Nagle motioned the concept of this trade show as presented, Nina Turner seconded. All in favour, motion carried.

8.4 Gala Nov 2015 – Chair Needed – Do we want the Gala! Tricia is willing to Chair...Book the Community Centre

8.5 Farmers Market – Sandy – Vendors feel a dedicated Market Coordinator would be better at keeping customer interest, planning activities and overall promotion of the Market. We should clear \$500 by the end of the season, paying back the initial \$1000 that the BIA budgeted for it. Genny suggested a questionnaire to see what customers are willing to support...would an afternoon market go over better? Sandy will prepare one to hand out at the market, and Genny will get it on Social Media for us.

9.0 Community Improvement Coordinators Report – Genny Smith has created the chamazingrace.com website...registrations coming already
volunteers for each challenge needed...photographers - 4 needed...postcards available...sponsorships needed \$250 per event

*Activity that followed from the Indo-Canada event – 2 day yoga event...Sept. 13,14 Still in planning stages

Business attraction and leisure guide ready for next meeting.

Commerce Map...coming by end of August – frustrated that we are at end of tourist season again before we receive them. There is a disconnect between the County and GIS.

*July's Run invoices just coming in so report will be presented next month.

*CERC is a great opportunity to get feedback -created "Engaged Huron" 20, 30 40 business people or job searching people networking at Docks Thursday night August 21

10. App Report – Eileen Blake - App demo for Genny, Tricia and Michael... Eileen says the County data for the APP is not up to par and there has been no communication between Eileen and the County for a few weeks.
10 km Trail was mapped out but did not show correct. Eileen is having to make corrections.
Eileen is giving Genny the information that needs to be updated so we can get the APP completed.
APPLE APP should be approved soon, once these changes are made.

Is it better to use our money for a mobile version of website rather than an APP for the Android?

11.0 New Businesses – Route 4 Diner - deferred

12.0 New Information Section – deferred

13.0 In Camera Session BOM only

Jeff Roy motioned to have Genny Smith stay for the In Camera session. Deb Moran seconded, all were in favour. Motion carried.

Alison Lobb motioned for the meeting to go In Camera, Nina Turner seconded. All were in favour, motion carried.

Jeff Roy motioned to follow the direction given in camera, Alison Lobb seconded. All were in favour, motion carried.

14.0 Nina Turner motioned to adjourn the meeting.

Next meeting is Tuesday, September 9th, 2014, 6:15pm at the Firehall.