

## CIC position

We understand that the Community Improvement Coordinator position will be vacant as of December 31<sup>st</sup>, when Genny's contract comes due. We hope that council has valued this position in the last few years and will fill the same position again or something similar. Council has been very generous in providing the BIA with 8 hours a week from this position and we are very grateful for this help. We hope that when considering a similar position you keep in mind how beneficial this has been to our organization. It is very important to keep the ties between council and BIA strong and healthy and we feel someone in this position is helpful in keeping those ties open and strong.

The current CIC has worked really hard in her role, reaching out to other communities and organizations, creating events and opportunities for our Municipality, such as the Amazing Race, bids for the Para Sport Olympic Games etc. These are assets that have benefited both the Municipality and the BIA and we hope that as a Council you also value these functions and want them continue.

The BIA has done some research and some soul searching to give some insight on this position from our perspective. Talking with other municipalities it is apparent that many either have an Economic Development person or a BIA manager in place, all valuing the ties with which these positions have with their BIA's. As an organization solely run by volunteers it is really beneficial to have the help and resources provided by such a position. What has come out of our soul searching is that the BIA values help in the following areas, in no particular order:

1. Managing all aspects of public communication such website, Facebook, twitter, newspaper etc
2. Grant finding, writing, and applying on behalf of the BIA
3. Networking and attending meetings with government groups or agencies
4. Help organize major events such as The Amazing Race which benefit both the Municipality and the BIA
5. Work closely with the BOM

The BIA hopes that Council sees value in filling a position and that the person has passion for our Municipality, which will create a buzz that will attract new business

As a BIA we have admitted that there are details within this position that could be worked on. We hope that we can work even closer with this person and the Steering Committee to keep the lines of communication open and running smoothly. We would like to have better practices in place to delegate the work load therefore creating accountability both in the position and in the BIA.

We hope that when you are considering filling the CIC position you remember that the BIA values this position and the help they provide. This intern betters not only our businesses community but the Municipality at a whole.