

Tuesday May 4, 2021

**Draft Minutes**

Central Huron Business Improvement Area Board of Management

7pm Zoom Call

ATTENDANCE: Sandra Garnet, Dawn Bonneau, Sandra Campbell, Lori Lear, Dave Jewitt, Angela Smith, Tracy Buhrows, Jeremy Matheson, Joyce Ridder, Bill Leach

1. CALL TO ORDER

1.1 Confirmation of the Agenda (additions, deletions, corrections)

**Recommended Motion:**

**THAT the Central Huron BIA Agenda for May 4, 2021 be adopted as circulated.**

**1st Sandra Campbell and 2nd Dave Jewitt**

2. DISCLOSURES OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

3. APPROVAL OF PREVIOUS MINUTES

**Recommended Motion:**

**THAT the minutes of the April 26, 2021 meeting be adopted as circulated.**

**1st Sandra Campbell and 2nd Dave Jewitt**

4. DELEGATIONS/PRESENTATIONS – Tracy Buhrows Leach Signage presentation – See Tracy’s email attached

- presented the email information in a screen share

- has received 4 quotes from local Huron County sign businesses trying to keep the business local

- discussed logo’s verses business names pricing

- directional signage and tourism signs (TODS) program will not work for us as regulations limit what we want to have.

- group discussion regarding numbering Parking lots, signage for dig being permanent vs temporary (Angela was already planning this where possible)

- great options brought up by Tracy and very thorough research.

- West Coast Ontario signage and rental prices. Amazing promotion already in place. #shopwestcoastontario $216/year for 3 years, then $108/year afterward

5. CHAIR’S UPDATE –

5.1 Discussion regarding the Construction meeting May 3, 2021 There is great information on the Centralhuron.com website

5.2 Membership Benefits – See Jeremy Matheson’s email

- discussion for setting up member benefits on the website

- Jeremy offered to spear head the project.

6. Community Improvement Coordinator (CIC) update: Angela Smith – Push Buttons wearable promotion, post pics of wearing the button and using the buttons for accessibility. The Campaign is going to close on Friday May 7 2021.

- Tracy Buhrows stated she finds the wording of the slogan offensive.

- Sandra Garnet stated we will have to revisit that concern as Angela has already sent to print and the slogan has already been used for the promo.

Lapel buttons are ordered for the Push

Button Campaign – Discussion followed around the name of the campaign

7. TREASURER’S REPORT Not available for this meeting.

8. COUNCIL REPORT (Deputy Mayor Dave Jewitt)

- council meets 1st and 3rd Mondays and request to speak must be in by the Wednesday prior.

9. COMMITTEE UPDATES

9.1 Marketing Committee Minutes/Update – Tracy offered to be added on to this committee.

9.2 Social Committee Minutes/Update – Tracy offered to be added on to this committee.

9.3 Beautification Committee Minutes/Update -

10. ADJOURNMENT

**Chair, Sandy Garnet adjourned the meeting at \_8:45\_\_P.M.**