

Tuesday, February 11, 2020

**DRAFT Minutes**

BIA Board of Management Meeting

6:15 Fire Hall Meeting Room

**In Attendance**: Jeff Roy, Sandy Garnet, David Jewitt, Cheryl Hesselwood, Melissa Livingstone, Tania Gregotsky, Jess Belanger, Alison Lobb, Jesse Paul, Sandra Campbell, Dawn Bonneau,

Lori Lear,

**Regrets**: Jackie Dickson

**1.0 Jeff Roy motioned to pass the December minutes.** **Sandra Campbell seconded, all in favour, motion carried.**

**2.0 Changes or Additions to Agenda: no changes**

**3.0 Alison Lobb: Strategic Plan –** Every BIA meeting we should go through monthly list, break it down by date & sub break to see what has been accomplished or needs adjusting.

* Alison had checked with County workshops being run evenings or a Sunday and in Clinton. She talked to Patrick and Katie, they have a new hiree (Britney Wise) for the spring. The list of courses has been sent to all Business owners in BIA.
* Angela to report on quarterly basis. Alison is setting a meeting with Angela this week to discuss areas of the Strategic Plan she can assist with.
* To create BIA committees – Marketing: Sandra Campbell, Melissa Livingstone and one more. Social Media/Website Committee: Jesse Paul, Angela Smith, Sandra Garnet Beautification: TBA
* Starter company plan – business plan, submit to get $5k, 14 applications only have enough money for 3.
* Reach staff were invited to attend all monthly meetings.
* Angela and Sandra have discussed splitting the purchase price ($500) of Haute Suite between BIA and Municipality as both need the full service. Sandy to follow up with Angela to do this.
* Main street reconstruction - how can the impact be lessened for the newer businesses.
* Care of flower beds – who is funding it, taking care of it. Requested mulch for flower beds. Gardens are under contract. Clarify / maintaining flowers – amt to use is 6k – budgeting is ok. Confirm with facilities manager.
* Clarify the message for Central Huron – make sure everyone should be using it – radio, for Angela. Need to bring awareness.
* Community Guide has our activities listed...ordered extra 100 copies for businesses to have on hand.
* Jeff asked about the status of the letter we want to send to Council to clarify how BIA and Council work together with the mayor. Alison said the letter needs to be pared down, very wordy so it won’t have the impact we need. Modification made, not sure what to cut out.
* Alison will meet with Angela this week. Possibly hire a liason for BIA and council?
* Budget Council meeting is Feb 19th for awareness of what is getting done in the community someone from BIA should go. Sandra planning on it.
* Prepare power point of BIA for 2019 ready for April 2020.
* Designatesomeone to send in info to the office for coming events. Marketing committee to submit what they have. Marketing committee Sandra Campbell is the contact
* Review signage to see what you prefer for main road.
* Update pages to join BIA to be associates. Sandra sent that and benefits, joint advertising, After 5 events, speaking engagements, bringing concerns forward, sent to 15. Identify 3 people as associate members, approach them and what would it take to get them to come to the meetings. The next month 3 more.,etc,
* Preferred street signs – certain size, shape, font, reflective or not
* Planned BIA meeting for beautification Determine the amount budget dollars Advertise for volunteers for beautifition, maybe in the spring
* Encourage BIA to post weekly, have a contest. Post on your business, something you’ve done. Tag BIA.
* Determine who prints posters. Where posters will be placed
* Set target to attract members by September 2020
* Jackie and sandy going to BIA conference in Toronto
* Marketing- Long term goal more flow of people into stores. -Outdoor movies, wall murals, millennium, season decor, bios on website, get to know BIA event,
* Apply for pt person
* Business attraction plan

**3 – 5 yr plan goal** -Reviving awards gala – working with Angela in 3 yrs.

**Pub/restaurant New library Celebrate piano factory**

**4.0 Chair’s Update:** Letter from Spring Fair Board - $250 to supply stuffed animals for baby contest, 1st weekend in June.

**2020 Board members –Chair – Sandy**

**Co-Chair – Jackie**

**Secretary – Jess or Dawn**

**Treasurer –**

**Members –**

* **2020 Budget** finalize at next meeting
* **AGM hold at REACH auditorium, get guest speaker, door to door invitations**

**5.0 Treasurer’s Report:**

**4.1** Bank Reconciliation and Trial Balance – See Attached \* nothing new \*

**4.2** Bills to be paid - Meal tonight

**4.3** Is there a Government initiative to hire a student? We could have them work at setting our Social Media ready for the entire year!

**6.0 Council Report:** Dave Jewitt – invitation to budget meeting this coming Wed.

We need Dave to bring to Council the need to help fix up back of stores for street construction using the Facade Grant.

**7.0 Committee Updates:**

7**.1** Marketing Update– Sandra Campbell, Melissa Livingstone taking this committee on.

**7.2** Website / Social Media – Jesse Paul, Angela Smith, Sandy Garnet

**7.3** Beautification – Tania Gregotski, Melissa, Jessie and Dawn (Cheryl will volunteer)

7.4 List of Events – See attached

**8.0 Upcoming Meeting Dates, Time and Place** –

March 10 - 6:15 pm Firehall

Annual General Meeting – April 14 - TBA

**7.0 Motion to Adjourn**

***Discover our Nature – Central Huron BIA***