**Minutes**

Tuesday, October 16, 2018 - Start time 6:15 pm

Fire Hall Board Room, Clinton

**Attending:** Dan Colquhoun, Kaushik Patel, Sandra Garnet, Jessica Carnochan,

Stacey Petteplace, Mayor Jim Ginn, Angela Smith, Darlene Hymers, Mike Belford, Cheryl Hesselwood, Jeff Scholl, Sarah Garrity, Cody Jourdy, Vicki Lass

**Regrets:** Dave Corrie, Jeff Roy

1. **Dan Colquhoun motioned to pass the minutes from the September 2018 meeting. Kaushik Patel seconded, all were in favour. Motion carried.**
2. **Changes or Additions to Agenda:** Jessica Carnochan asked to have Communication within the BIA added (#8)
3. **Introductions of guests**: Cody Joudry, Huron Economic Development Corporation . Vicki Lass, OMAFRA

Vicki lass - Presentation

-strategic planning, helps you to say no to competing priorities

Value – outline what strategic planning would look like for you.

Three 3 hour sessions – up to you how that’s laid out (Mike – does it get drawn out?) Vicki assures us she will keep us on track – opportunity to do one Saturday too?

What is expected of volunteers – be specific. Don’t scare them off.

Swot – strength, weakness, opportunities, threats

Pesto – political, enviro, social, technological, other

Mission – 2 mandates of the BIA– beautification, promotion

Vision – where do you see the Central Huron BIA in 3 years?

Look at what we accomplished? Show to municipality.

Move forward with this in New Year,

No cost – paid by tax dollars

Send the First impressions report, BR&E report plan & any other reports we have had done to Vicki so she can move forward

Cody Joudry - Here to listen and answer questions

How do we get notified about grants?

-money is not put into budget for grants

-he can include the chair in on an email list

Red grant – nothing available right now, in phase of government change, not a lot of info right now, hopefully there will be news in the New Year. Vicki – will add anyone who wants to be on list for future grants, she will let them know. Vicki will help coach any evaluations.

Vicki said the government wants to avoid the “Just make a project so you can get money” plan…If it aligns with strategic priorities shown in a plan, you’ll have a better chance to carry on after that.

Attach strategic plan to your grant request, and you get extra points on the marking grid

\*\*Sled – new program. First 1/2 year it is offered to municipalities, other half it opens up to Not For Profits – Cody will let us know when it opens up. They are interested in funding projects that will attract workers, visitors, or diversification of agriculture.

Central Huron (9 strategic plans) – workforce traction and ?

Communicate on regular basis with BIA.

We would like to see 1 on 1 resources for entrepreneurs. New business can call Huron County’s Economic Development office – Small Business Center to access Business Coaches and the process to set up a business. We should add the contact info on website.

New marketing person has been hired at the County to help educate people on what they offer.

Links needed on BIA website to the economic office.

Sub committee – business owners needs, health and safety, fire safety

County of Huron issues a Newsletter once a week, sent to 2200 people

Workshops go out to Chamber and BIA members

Events – on social media

**4.0** The Corners of Clinton: Jessica Carnochan, Stacey Petteplace

A platform of positivity that focus’ on the good happening in our town. Amazing things are going on, they capture the highlights, spread the joy. Tell it through story, with an online platform, a safe space for everyone.

#iloveclintononbecause, Solely on Facebook, Meaningful posts – letting everyone know what’s going on.

Gingerbread contest – showcase in downtown storefront, you can vote online, winners showcased at Christmas parade. Let’s get known for our ginger bread contest every year.

Want to partner with BIA, they are open to helping or incorporating.

Jeff Scholl- Postcard contest (more information needed)

1. **Treasurer’s Report/Budget Items:**
   1. Bank Reconciliation and Trial Balance for September (see attached)

Cheryl Hesselwood and Kaushik Patel

* 1. Bills to be paid – Max Print – All Candidates Meeting Flyers $21.66+2.82 HST= $24.48 & Max Print – Tiny Tot Parade Posters $46. +5.98HST=$51.98

**Kaushik Patel motioned to accept the Treasurer’s Report as presented. Seconded by Dan Colquhoun, all in favour. Motion carried.**

**6.0 Council Report:**  Mayor Jim Ginn – Council is patiently waiting for activity to start on the planned Sub-Divisions and the OPP Station

Look for the Town Hall Façade to be finishing in November

Mike Belford says town hall reno is about 2 weeks behind, bell is functional, council voted to keep bell where it is

New CIC position posting is a union position. This may affect some areas of the job, but it won’t change the engagement with the BIA. We are to send requests to the clerk – tiny tots help, ladies night for this year. Council is always willing to help, but the position is getting busier from other group requests too.

**7.0** **Communication** – Jessica Carnochan brought this to our attention. How does the BIA communicate with the business community?

Proper channels to Proper people

There is a lack of communication, some people not getting email. We need to get proper communication with a list to be made of businesses.

We need a communication leader

Angela Smith suggested we all load the Mail Chimp App on our phone – then we can get the info on the spot whenever we are in a business– in person, Jessica and Sarah may take this on in the new year

**8.0** 2019 Strategic Plan – look at our Vision, Mission, Goal

Vicki’s plan – in the new year

1. **Upcoming Meeting Dates, Time and Place** –

Nov. 13

Dec. 11 – budget – short and sweet, set up AGM

1. **Kaushik Patel motioned to adjourn. Dan Colquhoun seconded.**