

Board of Management Meeting
Tuesday, July 12th 2015
6:15 pm
Fire Hall Board Room, Clinton

Attending: Michael Russo, Tricia Robinson, Rosalyn McFadden, Darlene Hymers, Jeff Roy, Dan Colquhoun, Sandy Garnet
Regrets: Deb Moran

1. **Jeff Roy motioned to pass the June 2016 minutes. Dan Colquhoun seconded, all were in favour. Motion carried.**

2. **Chatter from the Chairs – Tricia and Michael** Angela Smith will be starting full time in the near future. A replacement has been found for her previous position, once the training is complete Angela will increase her hours as Community Improvement Coordinator.

Dan Groves has resigned from the BOM. He is struggling with time commitments since the opening of his new location. Michael asked for names of new members to be put forward, Names included Ryan from Foodland, Rick Lobb of Heartland Realty,

2.1. CIC jobs to take to Steering Committee

2.2. Meeting in August – Committee heads all feel they are prepared for upcoming events. Tricia and Angela were meeting with Cowbell reps in Blyth in regards to the REACH Students Dinner. Updates can be presented via email if needed.

Sandy Garnet motioned to cancel the August Board of Management meeting and resume in September. Dan Colquhoun seconded, all were in favour; motion carried.

3. **Treasurers Report –** Tricia shared Deb Moran's report. Month end balance of BIA account is \$38868.33

3.1. Bills to pass- Tricia -

- Sandy had a bill for Promotions – Clinton New Record to Advertise Open Doors Mid summer Sale...\$284.76
- Interior Trends bill for the sidewalk hearts \$237.26
- Bill for planters from Plant Paradise \$3390.00
- Craig Design website work \$692.13

Jeff Roy motioned to accept the Treasurer's Report as presented, paying the bills presented. Dan Colquhoun seconded. All were in favour, motioned carried.

4. **News from Council –** Dan Colquhoun shared that Council is working with Cowbell Brewery to get their issues resolved to continue building. Council has agreed to send 4 members to join with BIA 4 members on the Branding committee for Central Huron.

There was a discussion as to how surprised the Chairs and Jeff were regarding this decision as it was indicated by the CAO that the BIA should begin this process on their own as it would be too hard to get all 8 people on the same page with ideas. Dan was questioned about the vacant lot project and where council was heading with it. Sale of the lot was in camera and cannot be discussed however he said the plans for turning the lot into a park will be going to the new branding committee. September 8th the London Knights will be playing at hockey game at the Clinton Arena, it is currently sold out however they will be opening up the grand stand and broadcasting it on the large screen for the overflow.

4.1. Issues for Dan to take back to Council

5. Committee Reports –

5.1. Promotions – **Sandy** – Doors Open Shop Clinton Mid Summer Sale begins Wednesday July 13 to Saturday the 16th. Downtown merchants had wanted to bring people to Clinton for a sale. Advertising was done through the Focus and Clinton News Record. 3 merchants added their own advertising to the newspapers, more would be better to draw customers.

Merchants from downtown had previously created their own flyer to promote the businesses in Clinton. They approached Sandy to do one this year. A great idea that ideally would have included the BIA and the upcoming events that are being promoted, but unfortunately that part was missed before the flyer went to print. It is definitely a great and reasonable way to advertise that will be updated to include the BIA and events for future editions.

Michael questioned Sandy as to how this could have happened without the BIA being consulted, especially since it was on the BIA promotions handed out upcoming promotions. Invoices for this event will come from Max Print and not the BIA. Sandy apologized and indicated she was very busy with the move on the store when this came about and passed the torch to Nina.

The next Promotions Committee meeting will be August 2 at 8am in Made in Huron.

5.2. Harvest Festival – **Darlene and Roslyn** – plans are being scaled back some to stay within budget. Council did not approve the Donation request, but there will still be exciting and new events for this year. BOM had discussed moving some funds from our Vacant Lot fund to assist with Harvest Festival as indicated in their budget that was passed out.

Jeff Roy motioned to move \$2000 to Harvest Festival from the Vacant Lot Fund. Seconded by Dan Colquhoun, all were in favour, motion carried.

5.3. Branding Committee – **Jeff Roy** - This committee is glad that council has agreed to work together to get Central Huron's branding complete. They have had their 1st meeting. Jeff has talked with his own marketing company about some ideas for CH. They have offered to work on a presentation for us for a reduced fee, since Excalibur is a customer. Jeff passed out a report from the meeting and ideas they want to go with moving forward. This committee will require \$1000 for initial costs to move forward with this person for branding. That money will come from the Vacant Lot project.

Sandy Garnet motioned to accept the offer of assistance from Jeff's Marketing company and to move \$1000 from the Vacant Lot project to cover initial costs for branding ideas. Dan Colquhoun seconded, all were in favour, motion carried.

6. **Radio Advertising update – Michael** asked about the possibility of having a jingle created for Central Huron. To have one created just for us could cost quite a bit, but there are jingles that can be switched up to match our brand once we settle on it. Tom is working to get this promotion started as soon as he can.
7. **BIA Bucks Program – Tricia and Michael** This is proving to be a lot of work with little return on the last bucks handed out. This topic was discussed as to how to handle distributing, collecting money, tracking bucks etc. Tricia talked in the past to both Listowel and to Seaforth and their practices. Listowel area has Libro do the selling and distributing, and paying back of the stores but has a separate person to keep track and balance this account. Seaforth has them sold at the town hall. It's a lot of work and 1 person has to be organized and take this on. No one at the table indicated they would like to do this job however thought it should be tabled to another meeting. It was suggested that promotions discuss at their meeting and bring back the feedback of that committee
8. **Painted Hearts** – Sandy said “Iris” has volunteered to paint the hearts. The paint is ready at Interior Trends. She has been asking for a student or adult to help on Facebook, any of the community groups that have used the trail may have someone that could help. Once the hot weather clears, it will be done. Tricia suggested that businesses may be able to assist with the ones outside their place. Tricia brought Sandy the heart stencil and extra paint from the cage for them to get started.
9. **Dragon's Den project in another Municipality – Jeff** – This is a full weekend of events happening in North Huron to promote Rural opportunities. Check the website for full information.
10. **Michael read an email from the globe and mail regarding anti spam and the laws regarding emails. Tricia took this email and was going to have it posted on facebook and the pulse to send out to our membership.**
11. **Jeff Roy motioned to adjourn.**

Next meeting is Tuesday, Sept. 13, 2016