

Tuesday June 14, 2016
6:15 pm
Fire Hall Board Room, Clinton

Attending: Angela Smith(new CIC), Marilyn Tyndall, Deb Moran, Rosalyn McFarlan, Tricia Robinson, Michael Russo, Sandy Garnet, Jeff Roy, Dan Colquhoun, Darlene Hymers

1. Dan Colquhoun motioned to pass Amended minutes from the May 2016 meeting. Deb Moran seconded, all were in favour. Motion carried.

Amend...Advertising was approved for Clinton Fair \$60 and Hospital Gala \$200
Amend... 3 meetings in a row

2. Chatter from the Chairs – Tricia and Michael

2.1.Motion to pass regulation discussed at May Meeting,

If Board Of Management members miss 3 meetings in a row a year they will no longer be part of the BOM.

Discussion: Everyone agreed that something needed to be done about members not fulfilling their responsibilities of attending meetings. There will be emergencies come up, vacations etc. that are not questioned, but not letting the Chairs know you are going to be away is a sign of disrespect that needs to be addressed.

Jeff Roy motioned that after 2 missed meetings in a row, the member will be contacted to see if they have plans of continuing on the Board of Management. If they then miss a third meeting in a row, they will be taken off the BOM. Rosalyn McFarlan seconded, all were in favour. Motion carried.

Presentation by Angela Smith: Angela shared some of what she presented to the hiring committee. Design ideas for Spooners Lane since Brenda McIsaac does weddings at Town Hall...set up chairs for the ceremony or have 4 tables with umbrellas that would allow a wedding dinner, or a Beer tasting night...Artists Alley is another idea, no cost as artist supplies everything, and it encourages street traffic.

Vacant Lot ideas – Angela used her photography talent to show overlays of a Bandshell, seating and rock area for the vacant lot. Angela has volunteered for events held in Central Huron, currently works on Payroll for the Municipality and once her position is filled, will be taking on more projects for us.

Chain of Command for Angela's time is through the Steering committee. Mayor Jim Ginn, CAO Steve Doherty will facilitate Angela's time. BIA Chairs will bring our ideas to Steering committee that same Friday of our BOM meeting. Our job priority list - Social media is her biggest commitment for BIA....Associate member campaign could be put to the back burner for now... Promotions committee can be assisted as Angela is willing to attend committee meetings. Potential jobs that come up from the meeting for Angela must be requested through the Chairs to the CAO.

Jeff Roy would like to see Angela on the Branding committee

Chairs need to confirm with Brenda MacIsaac if we can pull ideas from the plan that was voted down in Council last year. Dan Colquhoun suggested Chairs bring this idea to the steering committee, invite Council to send 4 members, 4 BIA members and Angela.

BIA members will be Jeff Roy, Darlene Hymers, Roz McFarlan and Michael Russo

Jeff wants to know who is evaluating Angela's job as the time goes on...CAO Steve and the Mayor - Jeff would like to keep it on track with proper channels so we don't lose ground again.

3. Presentation from Tom Williscraft at CKNX Radio on advertising

There is always the possibility to sponsor a News time...

Ask Central Huron to share in advertising throughout year. We have budgeted for advertising over and above of special events happening in town.

Marketing objectives offered from Blackburn would be easy to execute, we want to draw more community to Clinton.

CKNX will partner with us to help provide a full year of advertising on 3 stations. \$100 per month for 18 business participating. A variety of ways to do ads..

60 sec. ad, BIA 15 sec. 3 other business 15 sec. each... 10 per month

Tom sells the ads...

Possibly change up ads every month

Jeff looking at what our strategy is...keep Clinton in the forefront

7. is most popular station...94.5 is pretty even

4.0 Treasurers Report – Deb Moran – starting balance \$33,963.89 Last meeting's expenses were paid.

Clinton Chiropractor paid their associate member fee.

BIA Bucks reimbursed to Marita's

Closing Balance is \$33,263.13

- Deb will work with Terry on how to list any outstanding Accounts Receivable over 90 days as Bad Debts.

Jeff Roy motioned to write off bad debts totaling \$2530.50 from Dec.

2015 and previous years. Marilyn Tyndall seconded, all were in favour.

Motion carried.

Deb and Terri will be finalizing the statement forms for each committee head

Bills to submit for payment

Marilyn Tyndall \$30 BIA bucks...Interior Trends paint for doors,

Sun Media bill for Fair, \$70 in BIA bucks for Tricia Robinson

2 banners for over roadway for Harvestfest \$850 each

Roslyn McFarlan motioned to pass the treasurer's report as presented. Darlene Hymers seconded, all were in favour. Motion carried.

5.0 News from Council – Dan Colquhoun

Vacant lot project money – Harvest festival committee requested Council for a "Donation" but it went to the wrong account...Council said no as the BIA has

money in reserves. They suggest we move some around to cover the event, possibly from the Vacant lot reserve. Now that we have a Community Improvement Coordinator we can show a plan for the Reserve funds and possibly reapply for the real "Donation fund" Without extra money there will be no tent for the bands and we run similar to last year.

Hiring is on track for all the positions that were open in the Municipality.

6. Advertising Cont'd from May meeting –

Banner – one roll up for CCHBIA to be represented at events.

- a. Radio – awareness of Clinton and Central Huron - best bang for our \$7000-\$9000 full year of advertising... Jeff brought up we should only book for the Calendar year, then plan for the next full year.

Jeff Roy motioned to advertise with CKNX radio proposal up to \$5000 for 6 month period.

- b. DayTripper
- c. Newspaper

7. Committee Reports – Please provide Minutes with Next Meeting Dates

- a. Beautification – Marilyn – lovely doors on the street...Marilyn would like time with Angela to get assistance with advertising the doors...she is looking for extra doors...screen style

Community in Blooms still working but not participating in competition this year.

- b. Harvest Festival Update – Darlene and committee working along with booking activities and people to assist.

- c. Promotions Update – List of event days, costs and what the BIA is helping with went to all businesses.

8. New Business for the Next Meeting (July) – Roz has contact info from an associate member

Commerce Map is still wrong – why is there a new Huron County Map for sale in Fincher's that has a correct map of Central Huron and we can't get the correct one for Mall Map?

Need better communication between committees so Chairs can help where needed

Jeff Roy brings Belgrave "Dragon's Den" in September 28 Rural conference...pig roast, drinks...

9. Jeff Roy motioned to adjourn, Rosalyn McFarlan seconded.

Next meeting is July 12, 2016