

Meeting Date: Tuesday, January 6th – **Mandatory for BOM** Start time 6:15 pm **Location:** Fire Hall Board Room, Clinton

Michael Russo, Tricia Renner Robinson, Patrick Nagle, Deb Moran, Jessica Carnochan, Marilyn Tyndall, Dan Colquhoun, Jeff Roy, Vicki White

1. Motion to pass minutes from November meeting (2min)

Jessica Carnochan motioned, Deb Moran 2nd – carried

2. Chatter from the Chairs – Tricia and Michael

- Welcome Dan as our new council rep
- A draft Budget for 2015 will be discussed at the February meeting. Michael is working on things that may impact this budget. He is in talks with Peggy (CAO) and Jim (Mayor) about money that is in an account from the sale of Clinton Power to Erie Thames Power. This money has to be spent in Clinton and has been waiting for someone to make a proposal on what to do with it. We as a BIA are discussions to utilize the funds towards flowers downtown, the wages for the employee to water those flowers. With the money we save we would like to put it toward an RFP for branding, mission statement, etc for the BIA.

Marilyn asked if this is a one shot deal or a yearly venture? There is currently \$975 000 in the account and they hope that it can become an annual payment. Dan gave some insight on what Council is using some of this money for: lights for the baseball diamond, and lights on town streets

- Michael has also talked to Peggy (CAO) and Jim (Mayor) about the empty lot between Rack and Room and the Dollar Store. This is owned by the Municipality for about the last 6-7 months. As a BIA we are still able to provide some insight with what we would like to see happen with this lot, ie:Market, a park etc. First we have to ask Council if they have any inclination on if they would sell it or just keep it. It was a concern that if we were to put money into it and they sell it then it becomes a waste of time and money. Dan will bring this up at Tuesday's meeting and report back.

0. Treasurers Report – (10 min)

- Nina was absent – no report
- Terri has sent out associate members for 2015 – Chem Dry, China Palace wont be getting an invoice as they didn't pay for 2014 and Painted Black Studios is no longer in business.

See below list of associate members

Purple Unicorn Technology
Lavis Contracting
Hayter & Associates
County Club
Greyhaven Gardens
Clinton Chiropractic & Wellness Centre
Janet Brunswick
McCabe Promotional Advertising Inc.
Clinton Kinsmen
REACH Centre
Clinton Raceway Ltd.
Stumpy's Tree Service & Removal
Clinton Dental Clinic 1
104.9 The Beach
Blackburn Radio-CKNX
Fleming Feedmill
Xpress Digital Design Print
Good Choice Appliances
Tuckersmith Communications Co-op Limited
Stonefield Garden Centre & Market Ltd.
Alzheimer Society of Huron County
W & D Realty
Victim Services of Huron County
OLG Slots and Casino

4. News from Council – Dan (10 min)

- Old Fire Hall New parking lot will be paved and cleaned up soon he reported
- New Fire Chief is in the hiring position, it has been upgraded by 7.5 hours a week, t
o cover for the additional government regulations such as health and safety, It was
first an internal posting and they are going onto the next step
- Budget talks have been started
- A customer came to Tricia to complain about the snow removal of the banks along the
sidewalks down town. They are getting better but still difficult for consumers to get over
if not cleared away. Dan is going to talk with Tom and see if he can work on getting this
done earlier and more frequent for businesses

0. RFP for Website Presentations and Decision making (20 min)

- 2 people applied – Craig Design from Goderich, and Aegis from San Fransisco –
both RFP's were sent to the BOM prior to the meeting
- Pros and Cons for both –
- Craig is Local
- Both were similar in prices however it was noted that Aegis will be American dollars
which will increase the cost
- Both provided similar results, Aegis however did no state "Maintenance" and Craig
did
- It was stated both were fairly vague
- Patrick voiced his concerns regarding the RFP. He felt that there was a conflict of

interest with how the RFP was worded and with whom wrote it. He feels that because Craig Design works with other people this is a conflict of interest and is concerned with who will be doing the work. His main concern were items 1.13 and 1.17 of the RFP, he feels this contradicts the gag clause. See below items:

\. The Respondents are informed that certain information respecting the privacy of individuals and proprietary information regarding the security of CCHBIA operations. Cannot and will not be released to anyone other than the Respondent that has been engaged.

All requests for access to the submitted RFP's will be subject to a formal review pursuant to section 10(1) of the Municipal Freedom of Information and Protection of Privacy Act, and representation will be sought prior to disclosure of any third party information.

1.17 Publicity The Respondent and its affiliates shall not release for publication any information in connection with the RFP or contract without prior written permission from CCHBIA

- Patrick feels the platform we use (squarespace) is limited and we will just be colouring the same book. He would like to see the process start over with the above points removed. He feels that the work to make our website mobile friendly should only cost \$1000 and questions where the other money will be spent. He commented that this is like hiring a CIC through the back door and that it is wasting tax payers money. He then wondered where the money for this process was coming from?

- It was reiterated that at the October meeting when it was brought up that we needed a volunteer to do the website and social media, the the membership believed it was too much of a job for a volunteer and should be a paid position.

- The money provided for this work is from the HEDP grant which the BIA was awarded and have not used yet. There is \$7500 for the grant and the BIA has to provide \$2500 into the pot as per the grant requirements. To delay this process means delaying the use of the grant and it has been delayed already too long.

- Michael had an issue with the discussion as we have done the work, put the effort forwards, spent money and received responses from people. He feels we need to hold up our end of the bargain and continue with the process and that Patrick should have come to us sooner with the issues regarding this matter.

- Patrick made the Motion "That the confidentiality, items 1.13 and 1.17, be struck from the RFP and we send it out again." No one 2nd the motion it was dropped.

- Moving forward it was decided we would only interview Craig Design as he is more local and we can have a face to face meeting with him. We will have an interview with him to discuss, penalties if work is not completed,

timelines, who will do the work within his company, how many blogs within a month, service protocol, contract aspects, etc. It will be brought back to the next meeting the findings and voted on to move forward. Jess made the motion to move forward in this process and Dan 2nd – all in favour - carried

- A committee will be set up as a liaison with the contracted person. Tricia and Michael will be part of this committee, Jess voiced an interest in being part of this.

6.0 Committee Reports – Please provide Minutes with Next Meeting Dates

6.1 Promotions – Nina

i. Ladies Night Out – Wasn't as good as last year, but the weather wasn't very nice. It was discussed to check with Goderich and move our date so it doesn't fall on the same night as theirs, Maybe the November 12th. It was also discussed it would be better to adjust the start time to 4pm or so to pick up the afterwork crowd who don't live in town. There was a comment from a customer that there were too many treats and drinks at too many places it maybe something to think about to have 1 central place to gather after the shopping for people to have refreshments.

ii. Christmas Passport –

-There was concern that the same winner won so many times. We don't know If she had that many passports in the draw or if a few were put back into the draw. We will have to find out from Nina, how many passports she received back. This has been tabled until we can talk to Nina however the consensus was there needs to be changes or tweaked slightly.

`. Steering Committee- **Michael**

- Funds for BIA was the most important topic– see above from discussion

- Talked about desire for a branding profile, mission statement, suggested to work through municipality with this. Put out an RFP for consultant or someone to help with this, municipality would be happy to send out an RFP to get the correct people together

6.3.1 Things to be taken to the Steering Committee

- What is being done in 2015 for downtown revitalization and streetscape?

- It was suggested we ask the Council members if they have an inclination for CIC position – Micheal reported that the Chairs have to go back to COW and make a presentation on how the BIA doesn't feel the proposed positions are what we are looking for and reiterate the importance this position has on the BIA. The BIA feels we need more dedicated hours to the BIA. There needs to be more accountability and direction for this position. See below proposed position.

Proposed Position taken from the December 8th COW Agenda from Peggy Van Mierlo- West

Community Improvement Clerk

Background

In May 2012, a funding partnership between the Clinton Central Huron BIA and the Municipality of Central Huron was created for the hiring of a Community Improvement Coordinator, as a private consultant contract. The Community Improvement Coordinator position was created as a recommendation based upon brought forth through the Clinton Business Retention and Expansion Study 2011. "Businesses feel they have little to no communication with the local municipality and between businesses. The lack of awareness and communication as an attractive business community was seen as an opportunity for improvement." (Pg.10 Clinton BR+E Study 2011)

This position has assisted in bridging the gap in communication between local business and the Municipality, and has commenced various initiatives in regards to public events, communication programs and studies. This position has however evolved more into an events programming position with implementation of events such as the Amazing Race, Road Race, and the BIA Gala.

Currently the position is 16 hours a week and is divided between Central Huron and Clinton and Central Huron Business Improvement Association. As stated by the delegation of the BIA and the attached letter, the BIA would like to continue this partnership.

Recommendation

There is definite merit within having this position continue. It is being recommended that this position be removed as a contract and placed within the staffing complement as a part time position (0.5FTE) with a concentration on Community Event Planning and assisting the CAO with Economic Development. Estimated hours per week would be 20hrs with this position reporting to the CAO.

Budget Impact

Originally it was anticipated that the position would be funded through revenues of sales of the digital sign. Through surveys, discussions and the most recent Christmas promotion it can be surmised that the sign will not have the ability to sustain a position. It would be recommended that this position be paid through general taxation. This position would be placed on pay band 7. This would constitute a 1.25% reduction within the Operational Department

i. A Look into the BIA and the BOM (40 min)

7.1 BOM job descriptions and roles

- g. Being accountable, insurance, Para Municipal and what that means
- h. Communication
- i. Where we want to go as a BIA
- j. SWAT Analysis to take home

• Nina has given written notice that she does not want to proceed as the Treasurer. The board is looking for a treasurer and this person has to be a member of the BOM

At this point we dove into the BIA, what is the Job of the BOM, what is your job as a member of the BOM, what do we want 2015 to look like for you and as a board. It is good to have feedback on how we can be more productive, stay on track and get things done as BOM Great Discussions was had:

• An agenda rules the evening at a COW meeting, meetings move along pretty quickly and still lots of room for discussion, polite, civil, and the Chairs would like to model our meetings the same. How do we do better so that the meetings don't last into the night and we leave feeling we got nothing accomplished?

• Members enjoy the good discussions that happen at the meetings. This is the place that things need to be brought up and discussed, like issues, concerns, etc. so things don't get dragged on and issues don't leave the table with "behind the back" discussions. We should be able to disagree with each other and have a good discussion as a team to make good decisions.

• Things have been getting put off to another meeting and put off again. If we don't deal with things at the meeting then the reason for the meeting gets delayed for months, and then things are rushed.

• Let's stop dragging up the past and start moving forward

• We have to have a goal and work towards it, forces are getting us off the beaten path,

Committees -

Tricia and Michael reiterated that we are a para municipal organization so therefore have to follow the same rules as the Municipality government. The bylaws for committees were reread.

- Committees have to be set up with 3 or more people the chair being

a member of the BOM. They are required to have regular meetings, take minutes, report back with what their committee decides.

- It was discussed that this process is too political and is a turn off for committee heads. However was stated that it protects the people of the committees. The problem we face is there is 1 person on the committee making decisions and all the responsibility is on that person. It adds a lot of pressure for that 1 person and isn't fair for them.

- Chairs of the committee are able to find members to participate, they do not have to BOM. It would be best to post meeting times on facebook and on the website etc to get more people to participate.

Committees and Chairs:

Beautification – Marilyn Tyndall

Promotions – Nina Turner

Steering Committee – Michael Russo

Downtown Revitalization – Patrick Nagle and Nina Turner

Events in 2015 and their Chairs:

State of the Union/AGM – April (**Tricia and Michael**)

Farmers Market – June – September (**Sandy**)

Business after 5 – 4 times a year (**Deb**)

REACH Student Meal - September 2015

Scarecrow Festival – September (**Jeff and Nina**)

Tiny Tot Parade – October 31 (**Promotions**)

Gala – November 7th 2015 (**Tricia**)

Ladies Night Out – November (**Promotions**)

Christmas Parade Float – December

Newsletters – 4 times a year (**Deb**)

Business After 5 - 4 times per year (**Deb**)

The AGM is coming in April and if the current BOM cannot dedicate their time to be at meetings, sit on committees, make the BIA a better place then this is the time to let the Chair's know so we can find new people to make up the BOM. We need accountability and dedication. The Clinton and Central Huron BIA is here to help the needs of business in Central Huron.

- If no one on the BOM steps up to be the treasurer we have to readjust the BOM so we can comply with our 10 person maximum.

- How can we bring people back, let people show up and make a difference? How can we make it as fun as possible to make people come out? Is everyone invited and can come? Awareness program for new members, campaign, let people know they can become an associate member

- There has been an ongoing concern about insurance coverage. Jeff discussed the policy with JLT the company we are insured through with the Municipality. The BIA is covered under their insurance,

“The Clinton Central Huron BIA is currently covered under Central Huron’s insurance policy. They carry a \$5,000,000 limit and carry a \$25,000,000 umbrella on top of that. So we have \$30,000,000 of coverage. If we become legally liable due to bodily injury or property damage caused by our activities this policy would respond to protect us. Personal injury (Libel and slander) is covered by the policy. As we are an extension of council (Board of management) we are not directors or officer’s so we do not need directors and officers liability insurance. We are covered under the errors and omissions portion of the policy for wrongful acts.”

They could do a presentation if we did want them to

Communication –

The Chairs would like all communication from the BIA to go out via the gmail account to make it look more professional, to not miss anyone, and to provide accountability.

It was brought to the Chairs attention that we aren’t utilizing the Huron West coast news letter, this is up to the committee heads to get information to the BIA gmail account to get sent in.

What do we want to see happen in 2015

– Attract more people at Business After 5, maybe create themed events to attract people like an St Patricks day party.

- What are we trying to do, why do we exist, what do we hope to accomplish, we do a lot of work and for what? Do studies which is great but what do we do with them, return on investment

- Dan talked to a past BIA meeting member and asked why they don’t come back, they answered they don’t do runs, and races, because they don’t effect their business. That the BIA is there for 1 reason, to help business downtown, and these events don’t help that.

- The runs etc were made as a destination – works with that argument as business are not open, everything that should be done should reflect the businesses, we spend a great deal of energy making it work so we should reap the benefits, is it helping. You have to be a destination, a reason for people to come, every town struggles with it, there is more going on in Clinton then what the eye always sees. 5km/10km race – last year was a dud - **Jessica made the motion “Motion to not participate, in the 5km/10km Healthy Heart Race and the Amazing Race” Patrick 2nd – motion carried**

- As a Clinton and Central Huron BIA our focus can’t be just downtown

- Enthusiasm has been lost and we need to build that back up. We need to remember the things we did well and the things we did well. We have to stop be “Eeyore” and be positive.

- We have to start with a plan of where we want to head and start to get things accomplished. We have to remember that for at least part of 2015 we don't have the help of a CIC coordinator so we have to do a rebuilding year and figure out those roles as a membership. Before we jump into too many more projects and activities we need to look at what unfinished business we have and how we can move forward with those. Let's move forward and feel productive.

- OMAF is a good resource for discussions on how to move forward

- HEAP had a 2nd meeting in December. The information is attached. Is this something our BIA wants to continue to be apart of?

- Marilyn felt that the Gala should only be every 5 years as we run out of the pool of people to win awards. The committee for the Gala has already been formed and planning for Nov 7 2015 has already been started. The overall discussion was that this is a good night to give kudos to the businesses, create momentum and get people excited both for business and the community.

ii. New Business for the Next Meeting

- Marilyn suggested we get a thank you card for Alison, our past Council Rep and Tricia suggested we do the same for Genny, these will be brought to the next meeting to be signed.

- February agenda - Ontario Job Grant Vicki White

. **Motion to Adjourn** – Deb Motioned to adjourn, Jess 2nd

Next meeting is Tuesday, February 10th, 2014