

Tuesday, February 10th 2015
Start time 6:15 pm
Fire Hall Board Room, Clinton

Attending: Tricia Renner Robinson, Michael Russo, Deb Moran, Darlene Hymers, Matt Lee, Dan Colquhoun, Nina Turner, Marilyn Tyndall, Patrick Nagle, Sandy Garnet

1. **Dan Colquhoun motioned to pass the minutes from the January meeting, Marilyn Tyndall seconded. All in favour, motion carried.**

Welcome to Darlene Hymers from Reflections by Design and Bartliffs, and guest Craig Sinclair.

2. Vicki White could not attend tonight's meeting. Craig Sinclair from Craig Design was in attendance to discuss his plans for updating the BIA Website and to see what the BIA would like to see it become.
- Patrick asked what Craig viewed the RFP as asking: - a revamp of the website, creating it to be more of a Central Hub for Central Huron - bringing in Social Media, - creating a more interactive homepage - More indepth content - revamping the events and have coverage of events afterwards - He'd suggest to have more frequent blogs, mix in company profiles, new or older....question and answer on businesses - plans on turning the site into a mobile friendly site
- Patrick asked where the \$9,000 will be going as he feels only \$1000 will be needed for the mobile extension...Craig says to create new avenues that will lead public to site, updating new visuals...Craig can set it up that individuals will be able to change their own blog page.
- Matthew said a big gap in the current website is users not understanding the setup - he would offer REACH's computer lab to use for training on the new site for the BOM once it is ready to go.
- Patrick asked if GS Consulting is involved with Craig's proposal to the RFP at all, Craig said no. Craig Design is totally his company, GS Consulting hires him for business as does REACH.

Michael asked for other input ...Nina asked if others were aware of his work. Matt had good things to say of his work quality and speed from his work with REACH, accessible to change things as needed to keep them working. See attached Craig's proposal and samples of his work

Deb Moran motioned to accept Craig Design for the work on our website, Dan Colquhoun seconded.

Patrick asked to address the issue...RFP put out for \$10,000, he is not assured of what Craig is giving us in return. In his opinion the RFP process was flawed, he would have liked to see a committee struck to go over what we want for a website. Michael accepted Patrick's view, pointed out that this had been in process for over 3 months now with the BOM working on it together. No other views were voiced.

Vote 7 for Craig Design, 2 against, Motioned carried

3. Chatter from the Chairs – Tricia and Michael
They met with Community of the Whole - The Municipality is requested to pay for cost of flowers and the care of them totaling \$8000 annually. This amount will be put into the budget to be debated at the next council meeting ...
The \$8000 that leaves us in our budget will let us move forward on some of our plans for new banners etc.
CIC - Tricia told council we would really like the dedicated 20 hours/week. Jim Ginn and Peggy Van Meirlo-West have been talking with another municipality about sharing a CIC, but we do not want to lose our identity...funding is the issue, Council knows how much the CIC has assisted with both town and BIA endeavours...
4. **Treasurers Report –**
 - 4.1. Draft 2015 Budget was sent to BOM, no questions, we'll pass at AGM.
Marilyn asked who she would be working through in regards to ordering/purchasing and bill receipt, if the Municipality takes on the responsibility for the flowers. Michael and Tricia agree that for 2015 she will work with BIA

Nina Turner has given notice as Treasurer.

Marilyn Tyndall motioned that Nina Turner has stepped down as Treasurer, Dan seconded.
Michael asked Deb Moran if she would stand as Treasurer, she agreed.
Nina Turner motioned that Deb Moran become the Treasurer for the CCHBIA, Patrick Nagle seconded, motion carried.
5. **News from Council –** Dan Colquhoun said Council was surprised by the proposed CIC hiring ½ time shared position,....possible 1 week here, 1 week there, 2-3 days per week for BIA. This would create full time hours for the CIC - a better opportunity \$8000 should be OK'd as the money will come from the sale of the PUC funds. Police budget came in \$20000 higher...could mean a 5% increase in taxes. Branding for Central Huron is being worked on by Jane Muegge and the Municipality. The community improvement plan RFP has some things both the Municipality and BIA want in regards to Branding and Mission statements. It is good for us to tag along with the municipality on this RFP so it benefits us to work with them (saves us paying for it)
The crew doing snow removal are doing better at keeping the banks cleared...Nina had Jack from the Clinton Flea Market ask that the large snow bank in middle of hwy 4 island be taken away as it covers parking and blocks the view. Michael's snow banks on the main road need removing also. Dan will pass this onto Steve. Facade grants are being offered again. Tricia will be sure they get posted to our website and social media along with having it announced in the newspaper.
6. **RFP for Website –Presentation and talk with Craig from Craig Design 15 min)**
Moved to # 2

7. **REACH** – Matt Lee is holding the first Strategic Planning meeting Thursday Feb. 12 at 7pm. The consulting company is working directly on connecting with downtown and sports tourism, they are looking to talk to business owners. Stakeholders round table is set for Feb. 19 at 2pm. BIA is welcome to all or anyone can have a phone interview if no time to go to meeting. Contact Matt or Cindy for phone interview or email survey...downtown is encouraged to connect with them.
April 18 and 19 is REACH's kickoff to summer events...Opening play day – Matt is encouraging any business to have our promotion package to them to share with the participants. This lets them plan ahead for when they are here for their event.
Canada Day weekend event, same info needed, Matt would like to partner with BIA for what to do during the week they stay here not competing...

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

8.1.Promotions – Nina went to the Optimist meeting and they are wanting to pay for an all day face painter during the market time at Scarecrow festival

- 8.1.1.1. Ladies Night Out – Goderich Ladies Night is November 19th 2015 3-8pm (Tricia spoke with Susan the BIA manager in Goderich) We would like to change ours so we are not in direct competition...address date at next meeting

8.2.Christmas Passport Update - 27 passports were handed in, down from 31 in 2013. (2500 printed and all handed out at a cost of \$250) The one person who won 4 prizes did indeed fill in those Passports, she is a great supporter of shopping local.

8.3.Steering Committee- Michael said the 5/10k run and the Amazing Race are being offered to the YMCA to oversee...Dan said Council was told YMCA will do the 5/10k run, but Amazing Race is run by United Way. Other municipalities within Huron County are wanting it in their town so it is unclear about it staying in Central Huron.

Vacant lot – no plans to sell or renovate...Jim and Peggy will welcome the BIA to submit plans for use – waiting for plans to develop it. They don't see the sense in building when there are so many empty stores.

8.2.1 Things to be taken to the Steering Committee

8.3 Gala Report– Tricia has the Community Centre booked for Nov. 7. Michael had been asking different chef's about participating and Part 2 Bistro was still the only one interested in doing food. Colours will be gold, blue purple and black to keep in the theme of the awards. Sticking with same awards, but thought we would add People's Choice so the community can get involved. Next meeting is March 3 at Michaels at 5:30 - still looking for volunteers

Marilyn and Nina questioned about Tendering for the Chef as our Bylaw states... Michael agreed to tender as required

8.4.March 24th Fashion Show/Décor Night – Joanne Poelman, focusing on Colours, Styles and Trends, tickets and posters coming soon

Joanne is asking for help with advertising, it is not her strongpoint, contact her if you want a table there

- email vote of BOM was all in favour of donating profits to the Alzheimer's Society

9. **BIA Bucks** - Tricia talked with Bank of Montreal about this, they would do it if we opened a separate account with funds and they would pay other banks as the businesses deposit to their accounts...Associate members are involved also, good way to involve them

Deb suggests checking with Listowel chamber who did it with Libro

What can we afford in our budget to offer incentives

Discuss if we do this instead of Christmas Passport, or along with it, or...

Tricia will pursue this with Chamber in Listowel

10. New Business for the Next Meeting

Marilyn asked about the Commerce map...they are aware of mistakes and will make changes then have us check it out again.

Nina has tendered her resignation from the Board of management.

Patrick Nagle tendered his resignation from the Board of Management in regards to the "Website RFP procedures and an appearance of a conflict of interest arising".

11. Dan Colquhoun motioned to adjourn

Next meeting is Tuesday, March 10th, 2014