

Meeting Date: Tuesday, November 18th 2014

Start time 6:15 pm

Location: Fire Hall Board Room, Clinton

Food: RSVP Sandy Garnet if you ARE attending by Thursday October 9th.
madeinhuroncraftsandmore@gmail.com

Attendance – Nina Turner, Alison Lobb, Marilyn Tyndall, Genny Smith, Tricia Robinson, Jake Duryter, Jeff Roy, Jessica Carnochan, Patrick Nagle,

Meeting to Order 6:14pm

1.0 Motion to pass minutes from October meeting (2min)

Jeff Motioned Patrick passed

2.0 Additions and Deletions to Agenda (2min)

3.0 Chatter from the Chairs – Tricia

3.1 Free digital sign advertising from Dec 1 – Jan 1 from Central Huron

3.2 CIC position- Tricia read the report to be taken to council (see attached)

Jeff asked Genny if we missed anything from being in the job – she says we have to keep Central Huron on the map. Other places have started to notice us, we really need a point person here for someone to touch base, someone on the ground, a face, to create and maintain partnerships

3.3 RFP for Mobile Website – Genny presented a DRAFT presentation of the RFP that would include a contract position (6 month period) for graphic designers. This is to use the HEDP grant money and will hopefully create a bridge between CIC positions. This person would work closely with Chairs or designated people to make the website exactly as the BOM wishes with deadlines in place.

Patrick asked what work we want onto the website and Jeff stated that would be up to the person/business we hire. Patrick sees it as two things; website functionality, connect all the content and the social media.

Nina asked if the amount we have in the grant money is enough for this job? This would be outlined in the work plan in the RFP.

This can be tendered by invitation and will go in the newspaper, Jeff made a point that it should put out to facebook, twitter etc. to cover all avenues.

Tricia; Is it the path we want to take to have a person/business in place to do this job. Is there another avenue you want to take?

Jessica: made the motion to support and Alison seconded. All in favour.

Nina to let Genny know the exact amount to what we have for budget on this project.

3.4 Bruce Brockelbrook – Letter was read regarding zoning and outdoor signage/display (see attached letter)

4.0 Treasurers Report – Nina Turner (10 min)

4.1.1 Met with Terri about issues from minutes of last month all is sorted out. Budget is being put together for 2015. Jeff asked about cheques going out from Municipality not BIA it is correct as she sends it from Municipality and then BIA pays municipality for a more efficient process.

Jeff motioned to pass and Alison seconded.

5.0 BIA Bucks – Tricia – Tricia talked to Jan Hawley in Huron East about their Smart Money program. People buy \$300 for \$250 from town hall and then spend at the stores. The money gets endorsed at the stores and taken to the bank where they are reimbursed and the money is taken from the BIA account. Jan looks at all the ‘bucks’ to determine where the money is set up. Tricia has been talking to BMO and they are looking into it to see if they can support it. Lots of great discussion on this topic. How would it be structure? Seaforth does it all year round. Smart Money. It was agreed that it is a great for prize money so that the winners have to spend money in Central Huron.

ACTION: BMO to get back to us then onto the BOM in Dec.

ALISON: Jan in Seaforth is creating a competition of \$10,000 winnings for rent in Brussels or Seaforth. Prepare a business plan, take training, judged. She’s getting grant money to get new business in the empty store fronts. Also thinks we should consider this.

6.0 Committee Reports – Please provide minutes with next meeting dates

6.1 January Newsletter - **Deb** (absent no report)

6.2 Promotions – **Nina**

6.2.1 Christmas

6.2.1.1 Ladies Night Out Nov 21– Genny’s going to take photos and do a blog on “Ladies week”

6.2.1.2 Christmas Passport – Clinton and Blyth paper – Dec 21 is the last draw, you can purchase and get a punch till the end - Jess suggested next year we look into a QR code or something on our mobile app for peoples phones so it’s one less thing to carry around.

6.2.1.3 Breakfast with Santa – Kinsmen declined not enough volunteers – Legion Nov 29 8am – 11am

6.3 Beautification - **Marilyn**

6.3.1 Christmas lights – half way up on the trees because we don’t have a truck to get up higher, most people didn’t notice, they may go right to the top

when the town hall has a truck for eves trough repair. Erie Thames have done a lot of work for us and it was recommended we put a thank you to them on the digital sign. 2 little trees in front of Town Hall spot lights is a work in progress, they will put an x on the tree to know exactly where it has to sit for 2015. Purchased 3 more \$50-\$60 extra electrical Steve Campbell had installed. They are working on lighting the trees in front of telephone before Library Park.

6.3.2 2015 hanging baskets and planters tender

Tricia stepped out. Tender out for the hanging baskets; 2 tenders were rec'd. Plant Paradise and The Backyard Flower Shop. Less than \$300 difference. Plant Paradise \$230 more at \$2,690. Backyard \$2,460. Stonefield did 2013.

Voted: The Backyard Flower Shop.

6.4 Steering Committee- Patrick

Council is looking for input for the CIC position. This was discussed above and will be passed on.

Council is looking for input on the sign bylaw, with the current situation what it is what do businesses want to see to help improve this and create good business practises. Alison mentioned, Town of Goderich has a huge sign bylaw that they enforce. A good discussion was had. It was suggested Patrick take our suggestion of a one time "permit/application" that would have to be signed by the business agreeing to the rules of the new bylaw. This would include hours from 8am – 6pm, not during snow removal months, must stay within our property limits and items must stay against the wall not on the road side of the side walk.

Additional things to be taken to Steering Committee:

Jeff would like Patrick to discuss at the Steering Committee the possibility of the Municipality paying or Nathaniel's wages. He says other municipalities pay for the flowers and the wages, so wants to know what help they can provide.

He has a concern about the CIP plan for downtown. What happened with the CIP and Downtown Revitalization? What are we doing, we need to tell our story? We need to step it up. We need to do a hell of a lot better. We need to find a way to win. He feels downtown has been neglected.

Patrick: Every time we want to do some things we do a study.

Jeff also mentioned a wrap up for the Feasibility study. The BIA partnered with the Municipality so he would like to see a final presentation. Genny indicated it will be presented at Council Dec 15th and all are welcome. It was mentioned that there could maybe a wine and cheese event to finalize the Feasibility study or something once a direction and action is decided on.

7.0 Events – (20min)

7.1 Business After 5 – next date - Deb Nov 27 Libro 6-7:30

7.2 Tradeshow Nov 12th Update– Jeff and Alison

A job well done everyone was very pleased with the event and speaker. There were 103 people at the workshop and 27 exhibits at the tradeshow. 25-30 people from the public attended. A budget was presented but will be amended as Alison has to check on the HST amounts, but it appears to have made a profit. When asked if they would do it again the response was, yes however keep it spread out from big events such as the gala, maybe an every 3 year span, and have a shorter time period for the public as the vendors found it a long day.

8.0 Community Improvement Coordinators Report – Genny Smith (10min)

What Genny has been working on:

Social Media

Amazing Race wrap up, waiting for 1 more invoice

Digital sign, enticing people with the free month in December and hoping to sell ads from this

Attending Business after 5 at TCC

Meeting Darryl Ball at OMAF to discuss things going on between the organizations– he is retiring at end of year – any applications it is good to get them in before this happens, Huron County data base

Wrapped up part of contract with Peggy and what is left, Booking the same meeting with Tricia and Michael – all regarding, credit card, passwords, how the contract will be passed out and ready for transition

Finalizing business attraction kit and leisure guide

Feasibility study – Last meeting Nov 8 – Chris Watson did a presentation Heather Boa facilitated the meeting. Getting good information from one on one meetings at the schools. Draft will go to council Dec 15th by Heather Boa (she will be presenting and moving forward Genny will oversee but it's a conflict of interest now that she is a council member) Findings are incredible, will be good to see final report. This goes to Council Dec 15th and council will decide on what to do with it – maybe a presentation or meeting for the BIA as we are partners

9.0 Motion to Adjourn – Motion Marilyn second Nina

Next meeting is December 9th, 2014