

Tuesday, May 14, 2019

Minutes

BIA Board of Management Meeting

6:15 Fire Hall Meeting Room

**Attending**: Lori Lear (Libro), Sandy Garnet, Cheryl Hesselwood, Mike Belford, Jessica Carnochan, Jeff Roy, Dawn Bonneau,

**Regrets**: David Jewitt, Sara Garrity

**1.0 Cheryl Hesselwood motioned to pass the March meeting minutes. Jessica Carnochan seconded, all were in favour, motion carried.**

**2.0 Changes or Additions to Agenda: Chair Updates:** We did not get the RED grant this time around. Vicki Lass tried, but it didn’t fit the criteria for this year

* May 1- I attended the Connect 2 Exchange in Bayfield. The County hosted the morning, asking all the BIAs and Chambers to attend and share the top 3 things they were working on. Most are very busy, but they have paid staff. It was the intent of the meeting to introduce a joint effort for the Digital Mainstreet Squad grant. Every BIA or Chamber that agreed to jointly apply for the grant would multiply the $10,000... We have 6 that are willing to work together, Wingham, Central Huron, Blyth BBA, Exeter BIA, Bluewater BIA and the Bayfield Chamber of Commerce. That gives us $60,000 to jointly hire 1 or 2 people to engage the DOWNTOWN businesses in getting their Digital Footprint up to speed. $2500 has to be used for technology, but the balance for wages. This gives us up to a year of the Squads time. Digital Mainstreet is centered in Toronto, offering lots of courses for this, training for personal businesses to attain $2500. For their upgrades, and they help with the hiring procedures too.
* Tom Williscraft has spoken to Steve Doherty about Council covering 4 of the 11 months of radio advertising ($750 each month) He will approach Council with taking on March, a Late May(for the Fair), August and September, leaving us February, April, May, October, November And December. Businesses would still have their portion for $100/month
* Facade Grants due June 5
* May 23, 6:30 Town Hall...Win This Space Pitch and Winner night!
* Strategic Plan is in Process...

**Promotions Update** – Jessica Carnochan (Has to leave early)

* Ladies night info is distributed, ready to go...
* Charity BBQs

**3.0 Treasurer’s Report:**

**3.1** Bank Reconciliation and Trial Balance – See Attached

**3.2** Bills to be paid 3 – totaling $194.31 Motion Dawn, Cheryl

**4.0 Council Report:** Dave Jewitt – Absent –

* Win this Space had 16 participants finish the training. 9 Business plans (all very good) were submitted by April 30, now the judges need to pick 5 for the May 23 Pitch Evening.
* Council is planning to tear up Albert street from the Stop lights to China Palace in 2022

Cheryl asked about Defribillators, -where are they located? United Church, Investors Group, Arena, FireHall. Does TownHall have one? We should be letting the businesses, and public know where they are located. Dawn would like to do a promotion to bring more and offer training opportunities.

\*\*\*Important for residents of Clinton to know where and how

**5.0 Committee Updates:**

5.1 Beautification – Cheryl Hesselwood - Jane Muegge has offered to be on the Beautification committee with Cheryl, delivered flyers and reintroduced the door campaign, clean up, facade grant...Spring doors went up, 1 at Millennial Park, 2 in the Park across from Town Hall, 2 in Radar Park. Cheryl will wash them down, (thank you) and paint will be needed next year on budget

Flowers will be coming any day, Steve will put them out strategically this year

Advise business owners to go out and fluff the flowers out, deadhead throughout the summer to keep them fresh.

**6.0 Upcoming Meeting Dates, Time and Place** –

June 11, 6:15pm Fire Hall - Meet at 5 to pull the final Strategic Plan together

July 9, 6:15 pm Firehall

**7.0 Motion to Adjourn – Cheryl Hesselwood**