**Minutes**

Tuesday, September 18, 2018 - Start time 6:15 pm

Fire Hall Board Room, Clinton

**Attending:** Dan Colquhoun, Sandy Garnet, Cheryl Hesselwood, Dave Corrie, Jeff Roy, Kaushik Patel, Jeff Scholl

Regrets: Darlene Hymers, Sarah Garitty

1. **Jeff Roy motioned to pass the June 2018 minutes, Dan Colquhoun seconded. All were in favour, motion carried.**

1. **Chair updates**: The summer Meet and Greet of Central Huron businesses was a huge success at the Kildonan House. 15 people were in attendance. Many ideas of how best to share information with people were brought up (Social networking, Posters, word of mouth etc.)

It was a hard summer trying to keep in touch with Board Members that were working away. Jeff Roy suggested that Sandy mark important emails with “Urgent” so they can be responded to and lost in the many that are received.

**2.1 Letters/Correspondence** RED grant is open again. Applications are due by September 28. Jeff asked that Sandy send Vicki Lass’ information to him and Angela so they can fine tune the application.

**Jeff Roy motioned to use our last proposal for Cheryl Hesselwood seconded the motion, all in favour, motion carried.**

OBIA has emailed information on grants being offered for developing a Digital Main Street for BIAs and small business owners. Cheryl Hesselwood was going to scan the information and send to the Board Members for us to check out.

1. **Treasurer’s Report/Budget Items:**
   1. Bank Reconciliation and Trial Balance for June, July, August: See Attached
   2. Look at 2018 Budget with new members – All Candidates Meeting fee $113 can be covered by the balance left from AGM
   3. Bills to be paid: To Sandy Garnet for paying the Clinton Legion fee $113 for All Candidates Meeting

The Backyard Flower Shop for 60 Orange Bows

Clinton Legion $50 wreath for Remembrance Day

**Cheryl Hesselwood motioned to pay the $502 in bills. Jeff Roy seconded, all were in favour, motion carried.**

1. **Council Report:** Dan Colquhoun
   1. **Status of Community Improvement Coordinator (CIC)**

* The CIC position will be advertised internally first, then if not filled, externally. The new CIC will now report to the Clerk. We will request time of the CIC through the Clerk.
* Town Hall renovation will be $800,00 but moving along well.
* The new subdivision at north end is approved by the County. Hydro work has begun.
* The Little England subdivision owner is meeting with neighbours to work out an agreement.
* Waiting to hear when the OPP station will commence work.
* Angela was taking a Welcome basket to the new C1 student center on Albert Street today.

In regards to the CIC, the BIA feels there is value to having them attend our BIA meeting, to share what they are doing, planning and what we can work together on. If working for the union will not allow the time for this, then we request that the CIC send us the monthly reports directly, not have us search it out for ourselves.

1. **Committee Reports**
   1. **Beautification** - Cheryl will gather some help from Libro to hang the bows, starting at the center of town and working out. Radar has donated the zip ties

**6.2 Branding** – Jeff Roy – with the possibility of new Council members, new BIA members we need to decide our direction from here. We have a new logo, what is our goal for the long term. It would be great to have Jessica Carnochan join this working group, for her experience with design and ideas.

**6.3 Promotions** – Harvest Fest (Municipality run)

- Tiny Tot Parade – October 31- Sandy will send the request letter to the OPP for a cruiser to assist at the Lights. We need 6 crossing guards for the event. \*\*Jeff Scholl has volunteered to meet us at the town hall at 9:45.

- Ladies Day Out – November 22 – work on a Social media posting plan…Focus on a different business daily leading up to the event…

Coupon book/Stamp page for draw entry – Focus, postcards, posters

\*\*\*My FM Goderich has $10/30 second ad for not for profit-affordable for our events!

1. **Social Media Policy –**

Set of guidelines to follow – See Attachment – thanks Mike

Use Eblast to announce our events, We need to rebuild our Business Directory \*\*\*(We would like this be a job for Angela)

1. **New Business for the Next Meeting** – 2019 Strategy Plan – look at our Vision, Mission, Goal
2. **Upcoming Meeting Dates, Time and Place** –

**Next meeting – October 16, 2018**

1. **Dan Colquhoun motioned to adjourn, Cheryl Hesselwood seconded.**