

Tuesday June 8, 2021

**DRAFT Minutes**

Central Huron Business Improvement Area Board of Management

7pm Zoom Call

ATTENDANCE: JESSE PAUL, SANDRA CAMPBELL, SANDRA GARNET, DAWN BONNEAU, DAVID JEWITT, LORI LEAR, BILL AND TRACY LEACH, JEREMY MATHESON, JOYCE RIDDER

1. CALL TO ORDER

1.1 Confirmation of the Agenda (additions, deletions, corrections)

**Recommended Motion: Jeremy 1st and Sandra Campbell 2nd**

**THAT the Central Huron BIA Agenda for June 8, 2021 be adopted as circulated.**

2. DISCLOSURES OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

3. APPROVAL OF PREVIOUS MINUTES

**Recommended Motion: Sandra Campbell 1st, Jeremy Matheson 2nd**

**THAT the minutes of the May 4, 2021 meeting be adopted as circulated.**

4. DELEGATIONS/PRESENTATIONS –

5. CHAIR’S UPDATE – SANDRA GARNET

- STATED THAT WE WERE ON THE NEWS TONIGHT WITH THE WINNER OF THE COLOURING CONTEST FOR THE FIRST WEEK NATALIA 7YRS OLD, GOT HER PICTURE TAKEN WITH THE MACHINERY AND ROYAL CAPE.

- COUPONS $5 ARE BEING PRINTED.

- MEMBERSHIP EMAIL IS GOING TO BE UPDATED FROM THE GOVERNMENT FUNDED STUDENT FOR THE SUMMER.

- TRACEY BURROWS’S RESEARCH SIGNAGE FOR ROAD 10 PAGE DOCUMENT WAS SENT OUT TO BIA AND POSTED ON THE CHAT FOR THE MEETING.

5.1 Pick a date for the Annual General Meeting - August 10, 2021 Sandy will ask Bob Clark at Kildonan House if we can meet outside on their grounds.

5.2 Membership Updates

6. TREASURER’S REPORT See Attachments

**Recommended Motion: Sandra Campbell made the motion – Seconded by: JESSE PAUL**

**Discussion? ALL IN AGREEMENT**

**THAT the BIA set up Online Banking and accepting E-transfers at Bank of Montreal for the use of the Treasurer, Jeff Boyes at the cost of $20 per month.**

6.1Bills to be paid:

6.2 Big Dig Budget: - SANDRA CAMPBELL SAID WE HAVE A SHORTFALL OF $1700.00. DAVE JEWITT STATED TO WRITE A LETTER TO COUNCIL TO SEE IF THERE IS A WAY TO HELP. ANGELA HAS STATED THAT $2000 IS REASONABLE AND TO SENt TO COUNCIL. DAVE JEWWIT STATED TO ADDRESS TO Mayor JIM Ginn AND DAVE WOULD SPEAK ON IT ONCE IT IS BROUGHT UP AT COUNCIL MEETING. SANDRA CAMPBELL STATED THAT IF WE DON’T USE IT, WE WOULD GIVE IT BACK. (EG. DIG FINISHES EARLY)

7. COUNCIL REPORT (Deputy Mayor Dave Jewitt)

7.1 CIC report

- A LOT GOING ON WITH BIG DIG, THREE DIFFERENT MEDIA’S THERE, ANGELA IS PUTTING OUT NEWLETTER ON FRIDAYS WITH WEEKLY UPDATE’S FOR THE DIG.

- SIGNAGE SPECIFIC TO ARTIST ALLEY AND DIG ARE 80% IN PLACE AND BUSINESS NAME SPECIFIC, ANGELA IS WAITING FOR SOME LAST-MINUTE ANSWERS FROM OWNERS AND THEN THEY WILL BE PLACED.

- COUNCIL HAS APPROVED A PROMOTIONAL VIDEO, TOURISM/BUSINES RELATED.

- PLANTERS ARE GOING TO BE COMING BACK INTO THE DOWNTOWN IN THE ALLEYS TO HELP WITH “CURB APPEAL”

- JESSE MENTIONED ANOTHER GRANT REGARDING THE PUSH BUTTONS, HE WAS WONDERING IF WE GOT IT. SANDRA GARNET STATED THAT THE PUSH IS STILL ON.

8. COMMITTEE UPDATES – Big Dig Duties

8.1 Marketing Committee Minutes/Update – Who will get the contest information around?

Royal Treatment Contest ($10 Coupons finished)

Dig the King Contest ($5 Coupons finished)

Videos?

Focus Ads?

8.2 Social Committee Minutes/Update – Who will take charge of Google Ads.

Facebook Ads

Instagram Ads

Videos?

* CONTEST INFORMATION NEEDS TO GO OUT TO THE BUSINESSES, SANDRA GARNET IS GOING TO OPEN AT 9AM AS MOST BUSINESSES AREN’T OPEN UNTIL 10AM SO THEY CAN COME AND PICK THEM UP FROM HER STORE.
* COUPONS ARE GOING TO BE “DIG DOLLARS” FOR THANKING PEOPLE FOR SHOPPING AND GRAND PRIZE IS $1000 DIG DOLLARS AS WELL AS WEEKLY PRIZES.
* SANDRA CAMPBELL WANTS ANOTHER EMAIL SENT OUT TO EXPLAIN.
* VIDEOS FOR WHAT IS HAPPENING ON THE STREET FOR SOCIAL MEDIA – JESSE PAUL AND SANDRA CAMPBELL
* SANDRA CAMPBELL TO DO GOOGLE ADS, TRACEY BURROWS TO DO INSTAGRAM ADS AND SANDRA GARNET TO DO FACEBOOK ADS. – MONTHLY BASIS. SANDRA CAMPBELL IS GOING TO SEND PICS AND AN OUTLINE TO HAVE THEM THE SAME EVERY MONTH.
* SOCIAL UPDATE TO GET ADS UP SOON SO PEOPLE UNDERSTAND WHAT IS GOING ON! SPECIFIC TO DO DAY TRIPS TO CLINTON.

8.3 Beautification Committee Minutes/Update – Plants were delivered and put out on the streets and back alleys. Check out the Artist Alley - keep updating it on your social media with what you are offering in your businesses!

- FLOWERS ARE OUT BUT THE HANGERS WERE NOT PUT BACK ON WHEN THE NEW Light poles WENT UP ON ONTARIO STREET. SANDRA GARNET WANTS MORE FLOWERS ON THE STREET INSTEAD OF IN THE FLOWER BEDS.

- FRIDAY IS NEW COVID OPENING DATE AND SOME ARE WAITING UNTIL MONDAY.

- SANDRA CAMPBELL – FUNDRAISER – AT THE CHRISTMAS STORE STARTING IN OCTOBER TO END OF DECEMBER FOR THE WOMENS SHELTER AS THEY ARE OVERLOADED AND HAVE LACK OF FUNDRAISING. PINK TREE 6’ ONE OF A KIND FULLY DECORATED. BUSINESSES CAN PUT TOGTHER THEIR OWN BASKETS TO BE RAFFELLED OFF DURING THAT TIME.

- SECRET STOCKINGS FOR ELDERY.

9. Next Meeting Date: JULY 13, 2021, ZOOM - 7PM

10. ADJOURNMENT

**Chair, Sandy Garnet adjourned the meeting at 8:06 P.M.**