

Tuesday, March 9, 2021

**Draft Minutes**

Central Huron Business Improvement Area Board of Management

7pm Zoom Call – please check your connection before 7pm

**Attendance:** Sandra Garnet, Sandra Campbell, Dawn Bonneau, Jeremy Matheson, Angela Smith, Bill and Tracy Leach, David Jewitt, Jesse Lambert

1. CALL TO ORDER 7:09pm

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

**Recommended Motion:**

**THAT the Central Huron BIA Agenda for March 9, 2021 be adopted as circulated.**

**1st Jesse Lambert, 2nd Sandra Campbell**

2. DISCLOSURES OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF

3. APPROVAL OF PREVIOUS MINUTES

**Recommended Motion:**

**THAT the minutes of the February 9, 2021 meeting be adopted as circulated;**

**1st: Sandra Campbell 2nd Bill Leach**

4. DELEGATIONS/PRESENTATIONS – none

5. CHAIR’S UPDATE

5.1 Updates –

Sandra Garnet:

1. we must vote on the draft budget

Sandra Campbell stated that the $6700.00 for the “bring to downtown” is not enough and wants to set up a meeting with Angela and Sandra Garnet to create a marketing plan to present to council to ask for more money. Angela shared that Seaforth spent $10K for advertising, $100 a week, etc.

1. Angela has $10K in her budget for signage and advertising, she requested that if we were concerned then it must be put into a plan and have numbers with it. Angela has plans if her budget is passed.
2. Tracey has asked about signage and why nothing has been done. Bill and Tracy had been requesting information on new signage similar to Blyth’s entry into the village, and other ideas. Discussion followed:

Dave Jewitt stated that we need to have a proposal for signage for coming into the community.

1. Gaining Associate members with offering them shared rates on radio ads and newspaper ads, if we lower it to $100 from $150, we may get more involved. – **RECOMMENDED MOTION that New Associate members join for $100 in 2021. Renewals will be $100 if paid by January 1st, $120 after January 1st with prorate of $10 monthly for new associate members. 1st Sandra Campell and 2nd David Jewitt – motion passed.**
2. Membership package – ambassador to reach out and keep them involved. Sandra Garnet asked Dawn Bonneau to meet regarding this position.
3. Has anyone seen the Christmas Gift Certificates the hospital purchased in December, as only one has been presented from Godfathers. There are 6 out there for $100 each.
4. Sandra Garnet is meeting with the BMO manager for e-transfers and to set up Jeff Boyes as co signer on the BIA account. We are also looking at the possibility of accepting e-transfers for Associate Memberships.

6. Community Improvement Coordinator (CIC) update:

6.1 Website

6.2 Back Alley Project

Angela:

1. Community guide is to come out March 25, 2021 in the focus (expanded the BIA to a full page as they had the room)
2. Website is on the back burner
3. Artist extravaganza has exploded - for back alley project free plywood has been cut off, (case by case basis), there will be a drop off day for the projects to come in around mid to late April (weather dependant).
4. The murals that are up on the buildings are all faded and need restoration, if left much longer it will cost big money to remove.
5. BIA website: “information for businesses” this page lists everything business owners need to know as Angela receives it regarding Covid Grants or information.
6. Proposed at council tonight the 5K run be cancelled for this year.
7. Applied for a summer student.
8. Business supports, welcome gift baskets and a new business opening in May more to come.
9. Shoppable downtown, “use push our button”
10. Student Honey is almost sold out, if there is any left please take to Sandra Garnet at MIH.

7. TREASURER’S REPORT *NOT COMPLETED*

7.1 Bank Reconciliations and Trial Balance: See Attached

7.2 Bills to be Paid -

7.3 **Recommended Motion:**

**That the Treasurer’s Report be accepted as presented:**

8. COUNCIL REPORT (Deputy Mayor Dave Jewitt)

1. Facade grants approved as of tonight’s council meeting – So many came in, Council doubled the allotted $20,000 to $40,000.

2. Looks like June into October for construction and they are having weekly meeting and it’s the same construction manager that did the Seaforth project.

9. COMMITTEE UPDATES

9.1 Marketing Committee Minutes/Update – Sandra Campbell has the Easter decals, need people to hand it out to businesses. “of rack and room” was the store drawn to have the Golden Egg.

9.2 Social Committee Minutes/Update – March 8 is Women’s Day, we want to celebrate our women in business in Central Huron. Jesse posted on Instagram and facebook and will also get more of them completed once people send in their write ups.

9.3 Beautification Committee Minutes/Update – Angela has the budget for lights and flowers for the back alley, we need an actual committee, Dawn Bonneau volunteered to be a part of the committee. Sandy Garnet will put a message out on social media requesting help from interested community members.

10. New Business: Central Huron Gift Cards – One card for everyone! See attachment

Annual General Meeting – April 13, 2021

WELCOME Jeremy Matheson!

11. ADJOURNMENT **Recommended Motion: THAT the meeting adjourned at 8:33 P.M.**