

Monday, April 26, 2021

**Draft Minutes**

Central Huron Business Improvement Area Board of Management

7pm Zoom Call

In Attendance: Sandra Garnet, Sandra Campbell, Joyce Ridder, Lori Lear, Dave Jewitt, Angela Smith, Jeremy Matheson, Dawn Bonneau, Bill Leach and Tracy Buhrows

1. CALL TO ORDER – at 7:05pm

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

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

**THAT the Central Huron BIA Agenda for April 26, 2021 be adopted as circulated.**

2. DISCLOSURES OF PECUNIARY INTEREST AND GENERAL NATURE THEREOF - None

3. APPROVAL OF PREVIOUS MINUTES

**Recommended Motion: 1st Sandra Campbell and 2nd Joyce Ridder**

**THAT the minutes of the March 9, 2021 meeting be adopted as circulated.**

4. DELEGATIONS/PRESENTATIONS – none

Suggested Names: Percy, Marilyn, Bob, Joyce, Jan

5. CHAIR’S UPDATE – Next RESET May 20 -

5.1 Updates – Website has been secured

5.2 **Recommended Motion: That we accept Tracy Buhrows Leach as Co-Chair to fill the position vacated when Jackie Dickson resigned. 1st Sandra Campbell and 2nd Dave Jewitt, unanimous vote for YES, Agreed.**

5.3 Training sessions: Roger Brooks has SO Much to share, please take the time to go over the presentation I shared. Once the border opens, he is looking forward to visiting Central Huron! *-Sandra Garnet, Angela Smith and Dave Jewitt suggested to watch videos and step up to the plate when it comes to decorating outside your store, think outside of the box to grab people’s attention.*

5.4 Push Our Buttons Campaign – Selfie of customers wearing Buttons that say “I like to push buttons” – Angela Smith – County wanted to see the viability of the Button campaign, did businesses notice an increase in sales as a direct result of the buttons. Unfornately, the Lockdown is making it difficult to get a clear answer to this. Faux Pop has created an online promotion that was to start while Angela was off... it did not get done. Looking forward to it coming together soon.

5.5 Alison Lobb has put Angela Smith forward for OBIA awards for the *Shopability* project (push buttons added to businesses), for the *Huron Honey* project and for the *Back Alley Walkability* *and Art* project. All of these are bringing attention to Central Huron.

5.6 Extra Community Guides available at Made in Huron for you to share with customers coming through, and we can pick them up from her.

5.7 BMO has okayed e-transfers for incoming payments (Associate Member fees, BIA Bucks) Sandra Garnet – meeting to set up for signer and incoming payments.

5.8 County of Huron is conducting a BR&E (Business Retention and Expansion) Survey of all businesses in Huron. They are looking for volunteers to assist with getting the survey out, filled in and delivered back to the County.

Training will be offered to these volunteers, with the hope of starting June to November/December. Possible volunteers? Marilyn Tyndall, Bob Clark, Jane Groves, Vivian Roy, Jane Muegge, Percy McDonald. Sandra Garnet will connect with them.

6. Community Improvement Coordinator (CIC) update:

Sandra Garnet – BIA Bucks/Dig Dollars – Angela said to keep them separate, Sandra Campbell stated that the Dig Dollars are not being purchased but donated so they are going to look different. Angela Smith has a mock-up and is going to screen share the concept. – Royal theme for the Dig.

7. TREASURER’S REPORT *Report not available for this meeting*.

7.1 Bank Reconciliations and Trial Balance: See Attached

7.2 Bills to be Paid - Sandy for Bartliff’s – 1 dozen donuts, Easter Egg Hunt winner

Sandy for Dollarama Easter Decals

7.3 **Recommended Motion:**

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

8. COUNCIL REPORT (Deputy Mayor Dave Jewitt) Council have approved the budget, finished a couple weeks ago, next council meeting there is going to be a presentation regarding the Dig, and he is encouraging us to attend. He is hoping for the Dig to go smoothly. Does not have a start date yet. Angela Smith suggested to go to the council meeting also, May 3rd.

Sandra Campbell suggested a zoom meeting with project manager and the businesses that want to attend if we still have questions after the presentation.

Angela Smith stated June 1st is the Goal date for the Princess street section and the Background prior to that date. Joyce Ridder stated the taxes in Seaforth for main street doubled and she wants to know if that is going to happen here as she is looking to purchase a building on main street and does not want any surprises. Dave Jewitt has not heard of any increases, but will ask at the next Council meeting if you cannot make the meeting. *Please email him your questions and he will take it to the meeting on your behalf.*

Dave had some suggestions about the current BIA Website - he finds the Black Bar on the logo “off putting” so his recommendation is to change it. We will pass that on to Roz at Faux Pop as they are working on the website plans.

9. COMMITTEE UPDATES

9.1 Marketing Committee Minutes/Update – Sandra Campbell completed a marketing campaign for the big dig – wants to promote on Google, monthly ads in the focus, no cost ideas.

- Dave Jewitt has some marketing material that might be of use so he will send it to Sandra Garnet, and she can distribute.

- Tracy Buhrows suggested different guest speaker from every store for the videos with a walk-a-bout throughout the stores as an interesting approach to the construction

- Dave Jewitt said to check out 360 videos by Digital Main Street, a few stores in Goderich did them and they were very effective. Some Clinton stores have had them done too.

- Tracy Buhrows suggested trivia about the stores, photo gallery pictures in the marketing on the website from throughout Clinton

- Angela Smith said adding page editors on Facebook and Instagram to more people on the Board will help as “more hands create light work”.

- Sandra Garnet asked who would like access and Tracy Buhrows raised her hand.

Jeff Stoll had created a Social Media Format to follow, Sandy will find it for the next meeting. Everyone adding items on the sites should be familiar with the protocol to approved messages. Be sure to watch spelling before it is published.

9.2 Social Committee Minutes/Update – N/A

9.3 Beautification Committee Minutes/Update – Bill and Tracy – update on signage

Tracy will gather all her information and email to the Board members for the next meeting.

9.4 Sandra Garnet asked when the next BIA meeting date should be as this one was moved to the end of the month. It was the consensus to move ahead with a meeting soon to review signage suggestions and package that Tracy Buhrows had put together.

**Next meeting:** May 4th at 7pm by Zoom

10. ADJOURNMENT

**Sandra Garnet called the meeting adjourned at 8:14pm.**