Meeting Date: Tuesday, May15th, 2018

Start time 6:15 pm   
**Location:** Fire Hall Board Room, Clinton   
 **\*\*\*Please send regrets to** [**clinton.centralhuronbia@gmail.com**](mailto:clinton.centralhuronbia@gmail.com)

**Attended: Jeff Roy, Sandy Garnet, Sarah Reed, Mike Belford, Dan Colquhoun, Angela Smith, Darlene Hymers, David Corrie, Alison Lobb**

**Absent:**

**Sent regrets: Cheryl Hesselwood**

1. **Jeff Roy motioned to pass minutes from April 2018 meeting. Seconded by Dan Colquhoun, all in favour. Motion carried.**
2. **Formally Introduce new Board**

Chair: Sandra Garnet

Vice Chair: Jeff Roy

Secretary/Treasurer: Sarah Reed

Council Rep.: Dan Colquhoun

Members: Darlene Hymers, Cheryl Hesselwood, Mike Belford, David Corrie

1. **OBIAA - Angela Smith and Alison Lobb**

Angela began until Alison could get to the meeting:

\*\*Revitalization

20 things a downtown must have

16 and up - great

10 on your way

we had 3/20

* one thing we do have - classy welcoming entrance signs - we nailed that one
* Mayor Jim Ginn asked what #1 thing we could do today for an impact – outdoor eating areas. Working with Brenda McIsaac, Council and Bartliffs to do that. BIG THING.
* Angela proposed a garden car – talked to Kensington market who has one, - next to the CN tower, it’s the most photographed spot in Toronto.

Already found one to be donated!

* Thursday tunes – seniors get together and have a dance.
* One was just ahead of Valentine’s Day, and there were people in red in the Casino and Kates Station. Ends the 24th for the summer, breaks until the fall.
* Jeff Roy – Angela may give the BIA an opportunity for a summer event
* 2nd batch of Banners artwork from McCabe are ready to be approved, Sandy passed around the photos. They will be ready for May 25.
* Mayors mingle - June 25th. Hoping to have it at Windmill Lake.
* Wine and cheese event upstairs at Town Hall – second one June 14th – being put together by grade 12 art students at CHSS.
* Issues with website and blog, seem to be a mail chimp issue – Angela is working on it with them. When people sign up for the Pulse the list is not attached to anything. It is updating properly but not attached to anything.
* Revitalization plan - Wooden boxes on the street with the trees and flowers – lots of people love them and a few people hate them.

–Students painted them black to blend in and they look great. (couldn’t be stained last year). Jeff Roy asked that the PDF of the plan be shared so the new members can see it. Look at a five year plan. Revisit as a team and see what else we can do.

* Sandy – wants to see Angela share her ideas with the BIA so it’s not a shock when its done.

**4.0 Treasurer’s Report/Budget Items**  Sandy will send the Bank Reconciliation and trial Balance to everyone

**4.1 Bills to be paid** –

The Seamless Brand - $1075.25

**Jeff Roy motioned to pay this bill. Darlene Hymers seconded. All were in favour, motion carried.**

As per our online discussion about the Fair Teddy Bears, Libro has offered to purchase them from Crossroads for the Spring Fair this year. Thank you Cheryl Hesselwood.

**4.2 Dan Colquhoun motioned to release Michael Russo and Tricia Renner as BIA signing authorities. Jeff Roy seconded, all were in favour. Motion carried.**

**Dan Colquhoun motioned to have Sandra Garnet, Sarah Reed and Jeff Roy assigned as BIA signing authorities. Darlene Hymers seconded, all were in favour. Motion carried.**

**Jeff Roy motioned to transfer the $2000 budgeted for the Pluckinfest Fireworks to Central Huron Municipality. Dan Colquhoun seconded, all were in favour, motion carried.**

Sandy brought the information from Una Roy asking if we want to sponsor the Clinton Public Hospital Gala this year.

$100 – table or $250 – for BIA to be named in the program

Our budget is tight this year, but we only spent 1/3 of our AGM line.

**Dan Colquhoun motioned to be a $250 sponsor. David Corrie seconded. All were in favour, motion carried.**

Looking at our budget, the amount for the radio ads was questioned. Is there a way to save on these?

Sandy will request Tom Williscraft attends our next meeting to explain what he’s doing to keep these spots filled and is there a deal for renewal?

1. **Committee Positions and responsibilities**
   1. **Beautification** - Marilyn sent a Schedule to follow:

**Darlene Hymers and Cheryl Hesselwood will be on that committee.** Sandy suggested that Angela Smith work with them as she does so much for the Municipality and we want it all to blend.

5.1.1 Flower Baskets –Connect with Greyhavens in Londesboro, need to book a date for delivery – may 29th – 8am. Help needed.

5.1.2 Doors for Flower Gardens – Storage for Winter doors? \*\*\*Make decisions on this item at next meeting.

5.1.3 What is happening with the Alice Munro Bench?

Sandy learned from Steve Dougherty that the cement company was contacted. It will be poured sometime before may 25th, there is a plaque with the Municipality, BIA and Libro recognized for this.

**5.2 Branding** – Jeff Roy – decide on logo to use for letterhead, Social Media etc

- experience our nature

- press release, nothing has been released.

- Social media team. \*\*All members should have access to social media.

Steve Dougherty, Angela Smith and Alison Lobb think everyone on the board should be able to post and update the social media.

Jeff Roy is skeptical because of the page that went missing, and doesn’t think it should be open for everyone to use. Jeff Roy wants to know how Angela’s 32 hours a month are being spent with the BIA.

\*\*\*BOM will discuss parameters to what gets posted on our Social Media…more next meeting.

Jeff Roy and Angela Smith should talk to Sheila at the News Record about the banners story

6am Sunday – Stumpy’s are putting the Banners up. Help is always welcome!

**5.3 Promotions** – Sandy will send the 2018 list of events for next meeting

Arts Fest – July 21st - the Anglican Church Missionary Stephen Martin and Sandy Garnet are organizing this event. Band - Howling Dogs (jazz band) – Vendors set up throughout the grounds. Brian Garnet BBQ

-Call Brenda McIsaac about $25 vendors permit

Will be good to let the downtown businesses know this is happening, more people in town on a Saturday!

1. **New Business for the Next Meeting** –
   1. Make a decision regarding our Website – Proposal from Patrick Nagle,

Rural Business Network and possibly Matt Cave, Post Media

1. **Other Business:** Steve Doughtery asked Sandy to bring this to the BIA:

OPP are having repeated problems with mischief and loitering in the Library Park. They are connecting it with the free WIFI and requesting we shut it off when the Library closes at night.

That Wifi has not been working lately so it isn’t our issue. Once we get the WIFI up and running we are not interested in turning it off. It is a service we do not want to lose.

The Street Speakers are being taken care of. Stumpy, Dave Bernard will attach new Power Plug ins when he is putting the Banners up. The Municipality is getting a new unit to operate the speakers properly.

**Is win this space a viable option for our empty areas?**

Mike Belford talked to Jan Hawley, Alison Lobb was her right hand on the project and knows all the info about it.

* 18 people took the training -selected 5 from a Dragon’s Den type competition
* 10 minutes to present their idea
* 7 judges - 80 people there that night
* Winner gets one years’ rent - paid to the land owner (portion may go to utilities if the rent isn’t that high)
* 20k budget - 10k Huron county, 10k Municipality and Sponsors
* winner got free entry into workshop
* advertising at a discount from different sources
* cost to Municipality and or BIA – 10k, training, website - biggest cost was refreshments at each training session and the event at the beginning
* Research our opportunity for Win this Space in winter, promote in fall, winner announced in spring so they have the best chance at success.
* Training course – 4 sessions, 3 hours each - Business plans, marketing, cash flow
* Submit final product

**Alison’s Ideas from the BIA Conference**

* Walking Tour of the downtown core. – explore the core-10am to 2-3pm.
  + Morning – info with key note speaker, advantages etc.
  + Luncheon
  + Talk to real estate people from town and surrounding area
  + Walking tour of empty stores, and stopped into stores that would be positive to the perspective people. What did you like about moving to main street? Promoting main street.

What makes your downtown - library

10 things to do and 10 reasons to be here – BIA video, 1-4 minutes. $1000/video

what is a BIA?

* Explore town
* Pamper yourself
* Shopping
* Professional services
* Lottery for a backyard reno
* Spelling B - 1000 entry fee
* online game for citizens
* pop up shops
* culinary tours
* wine and beer tours
* scarecrow festival – students were hired to make – passport idea
* merry money coupons –
* scavenger hunt – wooden mice / silver foxes – horses head…. All around the municipality
* water balloon volleyball
* Santa’s mailbox (great idea)
* graffiti competition
* paint sign on the streets
* town crier night
* what makes us different? Take the big thing in your town and create an event
* making videos of senior memories (use CHSS copies they are doing now)

We should tie into Cowbell and other events in Blyth or other close communities.

Pictures for empty store front – Use the Banner Photos!

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

Do we stay with the second Tuesday of every Month? We need to work around Sarah Reed’s schedule right now. We’ll try to get the year set up before the next meeting.

**Next meeting, Tuesday June 5, 6:15 at the Fire Hall.**

1. **Dan Colquhoun motioned to adjourn, Darlene Hymers seconded.**