

**Agenda
Mitchell BIA
March 9, 2016– 6:15pm
West Perth Municipal Building – Council Chambers**

1. Call to order

2. Approval of minutes from February 10, 2016 meeting

a. Questions from last meeting in the financial section:

- i. Regarding the Education/Promotion line item had a budget of \$8,000 and an actual of \$1,630 – why is there such a difference? Are all of the 2015 invoices paid?
- ii. In the advertising breakdown, the cost of the Stratford Gazette Side Roads is listed as \$2,097 for 2015 and it was only \$850 in 2014 – why such a large difference in cost?

3. Conflict of Interest

4. Financial

5. Discussion

- Targeted Marketing – follow-up discussion from presentation made in January
- Measuring success of advertising

- Tour and Travel Guide for 2016 - Finalize dates.
- Digital Sign Rates and Policy – proposal presented to BIA has been approved by Council
- Street Party discussion – date?
- Mitchell BIA By-Law and Governance and discussion on a process to move forward

6. Additions

7. Adjourn