

**Mitchell BIA Minutes  
February 10, 2016  
West Perth Municipal Building**

**In Attendance:**

Joyce Eidt, Coralee Foster, Bert Vorstenbosch Jr., Viola Tyler, Melissa McGoldrick, Teresa Schoonderwoerd, Jeff Brick (Secretary)

**Call to order:** 6:25 PM

Bert Vorstenbosch agreed to serve as Interim Chair.

**Approval of minutes from January 2016**

Members reviewed the minutes. Joyce Eidt noted a correction on the report on BIA bucks and provided an update. Joyce noted that 355 BIA Bucks were not sold. She went on to report that 3645 were sold, 355 were not sold and that 3598 have been redeemed. It was noted that the cut-off date for the draw was January 31, 2016.

As reported in the Minutes of the last meeting, Steve Walkom has announced that he is stepping down as Chair of the BIA. Moved by Melissa McGoldrick and Seconded by Viola Tyler:

That the Mitchell BIA accept the resignation of Steve Walkom as Chair with regrets

CARRIED.

The members present had a discussion about the process of recruiting a new Chair. It was suggested that time at the next BIA meeting be dedicated to reviewing the Terms of Reference for the BIA and the governance and that based on a review, the membership take this opportunity to confirm which members are serving as Directors (Committee Members) and to elect a new Chair. Jeff Brick was asked to locate background information on the BIA and to prepare the text of an email and send this information to Cathy Bieman to be circulated to the membership. The email is to provide an update that the Chair's position has been vacated and ask the members to review the Terms of Reference provided and attend the March 9<sup>th</sup> 2016 meeting of the BIA prepared to discuss the Terms of Reference and possibly select Directors and a new Chair.

Melissa McGoldrick mentioned that she had made a presentation on targeted marketing at the last meeting and also presented a proposal for an advertisement in the Recreation and Leisure Guide. She noted that she needs a decision on the Recreation and Leisure Guide advertisement as the deadline is tomorrow (February 11, 2016).

Moved by Joyce Eidt and Seconded by Teresa Schoonderwoerd :

That the Mitchell BIA purchase a half page advertisement in the February 24 issue of the Recreation and Leisure Guide at a cost of \$225 + HST.

CARRIED.

**Conflict of Interest:** None declared.

### **Financial**

The 2016 Budget – work plan was discussed. The idea of expanding the scope of advertising was mentioned and Melissa McGoldrick advised that she would provide a summary of the geo-targeting and demographic targeting advertising proposal that was presented last meeting to the group at the March 9 meeting for further discussion. Measuring success of advertising was also discussed and this would fit in well with the discussion at the next meeting.

Two budget questions were raised:

1. 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?
2. 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?

### **Discussion:**

1. Digital Sign Fee Rate and Policy

Jeff Brick presented possible changes to the digital sign policy and fee schedule for input from the BIA members. Jeff mentioned that while the not-for-profit advertising use of the sign is quite good, the commercial advertising has dropped off. He noted that South Huron and Central Huron are seeing similar trends with their digital signs and that they have adjusted prices. The members present were asked to consider the following proposals:

- No change is proposed to the not-for-profit rate or policy (four free advertisements per year per organization included).
- A reduction in the commercial rates by 50 %.
- A revision to the policy for commercial advertising to permit one free month in the following cases:
  - Opening of a new business in the West Perth
  - Relocation of a business in West Perth
  - Grand Re-Opening of a business in West Perth
  - Major Expansion of a business in West Perth

The members present supported the proposed changes and suggested that if the new rate schedule is approved by Council, that it should be sent out to the BIA list for their information.

**Secretary's note:** *Council approved the revisions to the digital sign policy at their meeting on February 16 and the new policy, including the fee schedule, is attached for the information of BIA Members. It is noted that BIA Members continue to receive a 20 % discounted rate.*

2. Libro Prosperity Fund: Information on the fund was circulated with the meeting notice email. More information can be found at: <https://www.libro.ca/Community/ProsperityFund.aspx> If BIA members have any ideas that they feel the BIA should pursue related to this fund, they should raise them to the March 9 meeting.

3. Discussion of a Street Party in April: Leave for discussion at the March 9 meeting.
4. BIA – PCVA. Teresa Schoonderwoerd provided an update that the Perth County Visitors Association is looking for new active and dedicated members. She advised that Cathy Bieman is attending the BIA meetings in an attempt to recruit BIA representatives to sit on the PCVA.

**Additions:**

1. The Christmas BIA Bucks draws were conducted with the following results:
  - a. \$100 – Neil Hartwig
  - b. \$75 – Bob Davey
  - c. \$50 – Elaine Dietz
2. There was a discussion about ways that the BIA could support targeted sectors to help bring people downtown. For example, could the BIA assist the restaurants with identifying and implementing innovative new ideas that would promote their business and bring more people to the downtown? This can be considered further at a future meeting.
3. Jeff Brick mentioned that the next meeting of the Canada 150<sup>th</sup> Committee is scheduled for Wednesday February 17 and he updated members that the Canada 150<sup>th</sup> Committee is developing a calendar of events for the first six months of 2017. He asked in the BIA would be able to identify the date of their spring street party for 2017 and if BIA might be interested in having the event follow a Canada 150<sup>th</sup> theme. Members are encouraged to think about this and it will be discussed at a future meeting.

**Adjourn** – Moved by Melissa McGoldrick and seconded by Coralee Foster that the meeting be adjourned.

CARRIED. Meeting adjourned at 7:35 PM.

Attachment: Council Approved (February 16, 2016) Digital Sign Policy