

**Mitchell BIA Minutes**  
**December 9<sup>th</sup>, 2015**  
**West Perth Municipal Building**

Cheri Bell, Melissa McGoldrick, Jeff Brick, Karen McLagan, Jamie Huenemoerder, Steve Walkom, Brent Schneider, Coralee Foster, Teresa Schoonderwoerd, Joyce Eidt, Doug Eidt, Paul Wettlaufer, Heather Bennewies, Gus Eyers

Call to Order: 6:15pm

**Approval of Minutes November**

*Motion was made to accept the October minutes by Joyce Eidt*

*Seconded by Heather Bennewies*

*Carried*

Conflict of Interest – None Declared

**Financials**

Budget Up date - Karen McLagan

Review of the financials for the year at this point show a revenue of \$22,422, expenses of \$23,335 leaving a deficit of \$893. There are a few outstanding invoices yet to come in before year end and will reflect on next budget update.

**Street Party and Customer Appreciation**

Cheri Bell made a motion to pay an invoice handed in by Rob Steinbach for use of the Santa suit he wore for the downtown grand opening party, it was decided to pay \$100 to cover the cost of the rental and the remaining money to thank him for his “Santa” services. Seconded by Doug Eidt.

Steve Walkom also requested that we give \$100 to the Scouts for there volunteer time in cooking the hotdogs that evening, motion was made by Cheri Bell and seconded by Jamie Huenemoerder. As well \$100 to the Legion Band for there efforts in performing in the not so nice weather on Saturday, motion made by Gus Eyers and seconded by Paul Wettlaufer.

The street scape grand opening party was a huge success with lots of positive feedback coming from Mitchell residents as well as the Mitchell downtown businesses. The business stated that they were always busy and enjoyed the mingling and purchasing they seen in there stores that night. Something they would definitely like to expand on for next year.

Gus Eyers did not have exact numbers but mentioned that approximately 105-120 we dig our downtown t-shirts were sold of the course of construction.

**BIA Surplus Fund**

Steve Walkom briefly discussed the surplus that the BIA is currently carrying and asked that all members bring back some ideas to the next meeting on what we should plan to do with this money. The idea of keeping the Christmas Street Party alive with an entire downtown OPEN HOUSE evening came up as a great option for its use. It is just under \$30,000 currently and will adjust before the end of the year.

## **BIA Dollar**

Joyce Eidt brought us to date on the BIA dollars, we currently have 2963 sold, 1037 remain with 7 selling days left and 1548 have already been redeemed. It has been suggested that business should help advertise the BIA bucks with perhaps a sign that says “would you like to save 10% on your purchase at my store today, ask me how.” Another suggestion that was put out there was to offer a double day, where the customer would receive an additional 10% if using their BIA bucks to pay on a certain day.

## **Christmas Small Business Diner and Dance**

Cheri Bell briefed us on how the Christmas Gala went and besides a few small quirks everyone seemed pleased with the evening and were looking forward to next years event. 157 diners were sold with 8 of those being complimentary to the 3 recognized retired business owners of the evening and the entertainers. After all income and expense they feel that they will profit a small amount to go towards next years event. A small discussion was had in regards to some who were disappointed with the book and wine being given to the recognized businessman rather than a plaque and it was explained that the recipients no longer owned businesses and therefore would not have anywhere to display such an item and as discussed at the last BIA meeting this was voted upon as the chosen gift. Going forward as they change categories they will put it to a vote again on what to give the recipient. The idea of having the business owners bring Angel Tree gifts for the next event versus door prizes was also brought up and thought to be a very good gesture.

## **Mitchell Advocate**

The BIA requested that Mellissa from the Advocate bring forth the budget for 2016 advertising to next meeting.

## **BIA Website**

Teresa Schoonderwoerd had a few concerns to addressed by Brent of Schneider’s Computing and Graphics in regards to the BIA website. The contact us needs to corrected as the emails are not going to the [info@mitchellbia.ca](mailto:info@mitchellbia.ca) email but rather to [brents@schneidercomputing.com](mailto:brents@schneidercomputing.com) as well there needs to be an update to the contact with a phone number and extension that the town hall has provided for us. The testimonials that rotate through on the main page of the website need to be drastically updated as they are very outdated, a post to the facebook page requesting the public and business owners to send in some new testimonials was suggested. The other issue was to see if the Mitchell BIA owned the [www.mitchellbia.ca](http://www.mitchellbia.ca) website domain as there was no copyright at the bottom of the website stating this and Brent informed us that we certainly do own the domain that hosts our website address and pay the yearly fee for that of which Karen was able to locate paid invoices for.

Meeting was adjourned at 7:16pm by Paul Wettlaufer.

Refreshments and snacks followed.

*Our next BIA meeting is January 13<sup>th</sup>, 2016, Merry Christmas and Happy New Year*