

Mitchell BIA Minutes
Mitchell, Ontario

West Perth Principal Office
Wednesday, May 8, 2013

Present: Joyce C. Eidt, Steve Walkom, Gus Eyers, Bert J. Vorstenbosch, Doug Eidt, Teresa Schoonderwoerd, Joan Tam, Dorothy Schutt, Bert Vorstenbosch Sr., Will Jaques, Brent Schneider & Sarah DiDonato.

Meeting was called to order 6:15pm

A motion was made by Bert J. Vorstenbosch & seconded by Doug Eidt that Joyce C. Eidt take the minutes of the meeting in Nancy Dearing's absence. Carried.

A motion was made by Bert Vorstenbosch Sr and seconded by Teresa Schoonderwoerd to accept the minutes of the March & April meetings. Carried.

Will Jaques gave a report on Pierre Cliché's seminar on Ways to Improve Business Results. Will stated that he felt it not only gave direction to Mitchell's businesses but also to the Municipality. Steve Walkom's take aways from the seminar were: be unique, market yourself, uniformity of store/business hours and to market your business hours. Doug Eidt said he has been in contact with another group on these same issues & will report further next month.

Teresa Schoonderwoerd made a motion that The Mitchell BIA be a gold sponsor (\$200) & donate Mitchell BIA Dollars (\$50) as a gift/prize for the upcoming Forbidden Ride. Seconded by Gus Eyers. Carried.

Joan represented the Tourism & Beautification Committee & wanted the businesses to be aware that the committee is making red & black bows for the upcoming September IPM. Floral Treasures will be supplying the material & depending on the cost, they will be sold at the Town Hall & Tourism Committee members for possibly \$12-\$15 or 2/\$25. Actual price will be confirmed at a later date. They would like businesses & personal residences to purchase these bows & decorate their businesses & residences for Cornfest/ Corn Daze & IPM. Will Jaques suggested the committee go to the businesses with a flyer & a bow & promote this request. Banners will also be placed downtown.

Bert Vorstenbosch Sr. gave an update on the IPM. They received a grant of \$350,000 which can be used for downtown entertainment, band, possible fireworks, etc.

Bob Shannon made a presentation on advertising rates for the Mitchell BIA in the Snap Newspaper. He stated he would offer the Mitchell BIA the non-profit rates which are as follows: full page ad \$1175, half page ad \$615, quarter page ad \$375, eighth page ad \$230 and sixteenth page ad \$130. (Colour or black & white)

He stated there are 6 events left in Mitchell for the rest of 2013 & the coverage is all of Perth County and delivered to certain businesses, arenas, etc. for free pickup.

Bob also informed the BIA that the events on the monthly calendar are free & must be done on-line by the 21st of the month prior to events. Brent Schneider said that Sarah DiDonato will forward these upcoming events for the Mitchell BIA online to Snap.

Will Jaques reviewed the proposed Patio & Café Policy that was sent to all BIA members last month. The key areas were: no annual fees, patios serving alcohol requires fencing, cafés are more straight forward (no fencing required, tables & chairs & no alcohol), must be closed by 11:00PM & can be open between April 15th & October 15th, no picnic tables or benches (possibly will have to be black), no extra lighting, no propane heaters, owner/operator responsible for garbage, site plan required first, \$1200 administrative deposit & \$2,000 security deposit, must be compliant with health regulations, etc. Will would like any comments on this proposed Patio & Café Policy.

Bert Vorstenbosch Jr. made a motion to adjourn the meeting @ 7:25pm- seconded by Joyce C. Eidt. .

NEXT MEETING- JUNE 12TH @ 6:15PM