

Mitchell BIA

July 10, 2013

Present: Will Jaques, Cheri Bell, Gus Eyers, Doug Eidt, Juanita Belfour, Viola Tyler, Bert Vorstenbosch Sr., Nancy Dearing

Meeting was opened at 6:15pm

In the absence of Steve Walkom – Doug Eidt volunteered to sit in as chairman of this meeting  
Juanita made a motion to accept his offer – carried

Bert Vorstenbosch Sr made a motion to accept the minutes of the June meeting as printed  
Second by Gus Eyers - Carried

BUSINESS ARISING FROM THE MINUTES

Bert Vorstenbosch Sr made a motion to pay and invoice in the amount of \$158.20 from  
The Mitchell Advocate for advertising in the Schools Out booklet – Second by Gus Eyers-  
Carried

Bob Shannon from Snap Perth discussed the advertising in August Edition for Corn Daze -  
For a half page ad it would be \$615.00 plus HST – they would be on hand that day to take  
pictures to be in the Sept edition. If we wanted to share a full page ad with the Ag Society  
the cost would be \$587.50 plus HST.

Chris Parsons – talked about the cost for businesses to advertise in the monthly editions, anyone  
who is interested please contact Snap Perth..

Julie Haepling from the Gazette presented the cost for the BIA to sponsor the Event Schedule  
for the Cornfest – CornDaze – Ribfest & Road hockey Tournament – This will be a center page  
in the August 8 & 15<sup>th</sup> editions. The cost would be 225.00 – 1 Week – 335.00 – 2 weeks plus  
HST

Juanita from the Advocate presented the cost for Advertising in the Mitchell Advocate for  
Corn Daze – They are putting together a Tab pullout to be inserted in the weekly paper.  
If the BIA sponsored the pullout at a cost of \$550.00 it would cost the businesses \$65.00  
for a ¼ page advertisement – this would be in full color. The size of the ad would be  
approx 5” x6” -

A discussion was held on all presentations

Gus Eyers made a motion that we sponsor the ad in the August Snap Perth at a cost of \$615.00  
plus HST. Second by Viola Tyler – Carried

Violet Tyler made a motion the we sponsor the Event Schedule in The Gazette for two weeks at  
a cost of \$335.00 plus HST – Second by Gus Eyers – Carried

Gus Eyers made a motion that we sponsor the pullout in the Mitchell Advocate for the August  
14 edition at a cost of \$550.00 plus HST – Seconded by Violet Tyler = Carried

Juanita mentioned that the IPM legacy edition is about 40percent sold out – It would cost

\$225.00 for a banner ad in this edition. It was decided that the BIA would pass on this. If any business would like to advertise in this, please contact Juanita at the Advocate for details.

The IPM coupon book is about half sold at this time – Please contact Juanita regarding this-  
A full page ad is \$90.00 – Half page is \$50.00

Cheri Bell gave an update on the Downtown Celebration on the Tuesday Sept 17<sup>th</sup> evening of the IPM – From 4 – 8pm

What can you as a business owner do to help promote your business for this evening.

The committee has some events organized for this evening, but is still open to other ideas.

Would you like to sponsor some entertainment, or have something in front of your business.  
( Slushy machine – snow cones – popcorn – etc).

We would like to see the businesses stay open until 8pm –

#8 highway will be closed from St George to St David St from 4-8pm

The IPM has received a Celebrate Ontario Grant which will help with some of the cost of this celebration. There will be a stage with performances going on at Valumart parking lot at the corner of St David & Ontario Rd (#8)

There will be horse teams – Golden Helmet motorcycles – Splash & Boots ( Children

Performers) and other ideas in the works – this will be from St George to St Andrews st

A shuttle bus will come from the IPM to the parking areas – there will be no parking on Main Street.

Please contact Cheri Bell or Juanita Belfour with your ideas or concerns

Gus Evers gave an update on the Road Hockey Tournament being held along with CornDaze

He is hoping to hold this on St Andrews to Quebec ST – Street closure is still in the works.

NHL Trophies – Howie Morenz artifacts and NHL personnell will be on hand – Howie Morenz grandson has been asked to drop the 1<sup>st</sup> puck. Gus has other things in the works for this day. The

memorabilia will be located in were Mitchell Computer was. The Road Hockey to Conquer

Cancer Ball Hockey Tournament registration sheets are available for pickup. Gus is hoping to have other hockey activities going on also –

CornDaze on August 17<sup>th</sup> will be a very busy day – with The Ball hockey tournament – Ribfest and the CornDaze events. Corn Daze will run from 10-2pm – Ribfest from 11am – 7pm and the Ball Hockey Tournament and memorabilia on display.

Please support all of the groups and promote your business through the many advertising opportunities that we are participating in .

Steve has booked the Jumping Castle and Candy Floss machine through Party Supply at a cost of \$378.32 which includes HST.

Juanita Belfour made a motion to pay the Party Supply invoice of \$378.32 – Second by Cheri Bell =- Carried

It was decided that we would pay 35% down payment and the balance on delivery.

Viola Tyler has looked into other activities for the kids – Poppa Train which is an operating miniature railway at a cost of \$950.00 for 5 hours – Bogal the Clown – 3hrs for \$225.00 -

Gus Evers made a motion that we get Bogal the Clown at a cost of 225.00 plus HST

Second by Cheri Bell – Carried

Viola is going to try to get enough sponsors to pay for the Poppa Train.

Please help her out if you can – you can contact her at B&B Pet Supplies.

Meeting Adjourned 8:10pm

NOTE: Next meeting August 7<sup>th</sup> – One week earlier

