

Attendance: Kristin Sainsburg, Cathy Bieman, Chloe Skowron, Cheri Bell, Gus Eyers, Jackie McKee, Andy Bader, Will Jaques, Nancy Dearing, Doug Eidt, Viola Tyler, Jamie Huenemoerder, Brent Schneider.

Call To Order- 6:19pm

In absence of chair, Steve Walkom- Nancy Dearing will chair the meeting.

**Motion made to approve the amended minutes from June 2014- Andy Bader
Seconded by Gus Eyers
Carried**

Conflict of Interest- None Declared

Minutes- Will discussed the Mitchell BIA budget and handed out sheets discussing the numbers into further detail. He also mentioned that members have been saying they haven't received any invoices for their BIA Associate Membership. Nancy mentioned how she had called in to see if they were going out back in May, however they hadn't yet. Will said that he will look into the matter and follow up on them.

Will also mentioned how the BIA has not gone over the projected budget.

Corndaze Prep-

Viola Tyler discussed entertainment for Corndaze and what has been booked so far:

- Reptile Show (\$900)
- Music (\$400)
- Steam Engine (\$300)
- Bogle The Clown (225.00)
- Bouncy Castle -(330.00)
- Dunk Tank - ???
- Stage -???
- Cotton Candy Machine (free but you must purchase product to make the floss the sugar is 150 to 200 portions for \$25.00 and the cones are .9 cents each.

There is a delivery charge of \$48.00 +hst.

There was mention of spending \$149 on a trophy for the winners of the food fair competition. However Nancy mentioned how it might be easier and cheaper to print off a certificate for the winners and place it in a frame. It would also be easier for the winners to place the award in their establishment, it would take up less room and would be easier to transport. Viola says she will be looking into it.

Jamie mentioned that entertainment for children has also been looked into. Interactive stations involving police/fire fighters won't be a problem at all to have at the event. She is also trying to get an interactive ambulance station involved as well.

Talk about putting an ad in the Advocate for finding vendors for the event was also brought up as well as handing out letters door to door. The deadline for food vendors applying to be involved with the food fair is July 31st. Nancy proposed that getting word out on personal Facebook/social media sites about looking for vendors and volunteers would be great for the event.

It was also mentioned that looking into finding/making a station for gourmet butters and salts for the corn on the cob station would be beneficial. The steam engine only cooks the corn, they don't supply the butter or salt/pepper on the side.

Prices for selling corn on the cob to the public was discussed. Joanne Foster will be doing the corn this year we can get 100 dozen corn for \$3.50 a dozen and we don't have to pay for what we don't use. Discussions on a price point for selling single cobs of corn to the public is still being discussed. If corn is sold at a dollar a cob, there will be 70 cents revenue. The question is however, if adding butter and salt alongside the corn, should the price be raised to \$2 a cob? No decision made yet.

Mentioned that the health unit has been contacted and are meeting all requirements, The BIA discussed giving a portion of the money raised to an organization.

Motion to donate a percentage of Corndaze proceeds to the agriculture society-

Cheri Bell

Seconded by Doug Eidt

Carried

Discussion on borrowing/renting picnic tables, Chloe is to call to order them once everything is finalized. Cheri is going to inquire and discuss for next meeting.

Gus inquired as to whether or not he will get insurance for his ball hockey charity event. Will says yes he will be getting insurance. He just needs to ensure he has the proper hay bales and boards to ensure that no balls will fly onto the highway.

Bylaw Enforcements-

Brent Schneider was very upset recently over the sidewalk bylaw, he held an event that had a tent out in front of his business when the bylaw officer told him he had to remove it because it violated a sidewalk bylaw. Nancy said that she would look into the tent situation. Will said that asking permission to have the tent out in front of his business could have made the situation better. Gus was frustrated at the story, stating that an act of promoting a business should not be reprimanded when it is promoting the downtown area. Will said he would look into it and possibly send out a reminder of the sidewalk rules and regulations.

Nancy read through some notes mentioned about the newly enforced parking bylaw. Some agree with it and some do not. Brent voiced his opinion on the bylaw, disagreeing with it and is also upset by it. Will discussed the areas in which the bylaw reaches and

says that there is nothing more that he can do. The bylaw officer on duty is aware of the issues and the individuals who abuse the parking situations more so than others, if there are issues with tenant parking you have to take it up with your landlord.

Mitchell BIA Profiles-

Chloe Skowron has been collecting information from the businesses in Mitchell who do not have a profile on the BIA webpages. She will be sending the information once finished to Brent who will then put the new information up on the BIA site.

Also it was mentioned that on June 26th Viola and Chloe walked from business to business in the down town area to hand out newsletters and inform about the bylaw. Jamie said that a lot of people were reading the newsletter that Chloe had made. Which is great!

Wicked Ride-

The 2014 Wicked Ride is going to be on August 23rd this year. The ride itself is ending at the golf course in Mitchell. Cathy Bieman says it is a little different than the Forbidden Ride, instead of having stamp stops at each location, the stores are handing out small gifts to the ladies that come into the stores that are involved with the ride. Cathy told businesses not to hand out gifts that are too large due to the fact that some ladies live out of the area and it is hard to transport large items. This ride is also more of a relaxed ride, there will be less stops and more interactions with store owners/employees and more time to look around and spend. Some ladies have even made teams for the ride and are very excited for it! This is a ladies only ride, men serve the lunch and dinner. A spot to stop for lunch is still being decided, it may be in Listowel. Spots are filling up quickly so don't forget to register soon!

Web Ads For Corndaze-

Discussion on adding information about becoming a vendor for Corndaze on Facebook ad time. Brent says he can do it as soon as possible.

Motion for \$50 Facebook ad boost on July 14th for vendors and hockey teams, then \$100 boost on August 1st for Corndaze in general- Gus Eysers

Seconded by: Andy Bader

Carried

Upcoming events-

Corndaze prep is still in full force, discussion on figuring out an event for the fall is still in the works. Options are still pretty open. There was talk about maybe doing a business appreciation breakfast, with specific categories and awards. Talk of planning it for next year and get other events done with before hand.

Also Kristin mentioned that because of the Anti-Spam Legislation if anyone would like to be on the email list for the County of Perth Economic Development please email ecdev@perthcounty.ca

Motion to adjourn the meeting made by Gus Evers

Next scheduled meeting is on August 13th.