

Mitchell BIA

June 12, 2013

Present: Joyce C. Eidt, Will Jaques, Kristin Sainsbury, Cathy Bieman, Gus Eyers, Paul Wettlaufer, Viola Tyler, Juanita Belfour, Doug Eidt, Heather Bennewies, Bert Vorstenbosch Sr., Sherri Bell, Nancy Dearing

Meeting was opened at 6:15pm

In the absence of Steve Walkom he asked Paul Wettlaufer to chair the meeting – Bert Vorstenbosch Sr made a motion that Paul chair this meeting – second by Juanita Belfour

Bert Vorstenbosch Sr made a motion to accept the minutes of the May meeting – Second by Joyce C Eidt.

BUSINESS ARISING FROM THE MINUTES

Juanita from the advocate presented the ad for the Schools out Booklet – as per Feb meeting motion – she will promote cornedaze festivities & Ball hockey tournament in this ad

Cathy Bieman reported that The Forbidden Ride was well attended considering the weather. About 300 riders registered – there were 14 stamping stations at businesses in Mitchell with an average of 150 people stopping at the stores for stamps. Cathy reported that the riders enjoy coming to Mitchell.

Doug Eidt attended an Economic Development Seminar in Waterloo – They discussed many common areas of concerns and how to deal with these concerns – some are Inconsistence of store hours with the retailers
How to attract people to shop downtown, by creating an exciting main street -
Decorating vacant store fronts so they are not so noticeable & dark
Improve street signage
Lack of accomodations –
Use plaques within the town to detail history of certain streets, building etc for visitors interest

Paul gave an update on Phase one of the Streetscape project -
Members of the Municipality have stepped forward to carry out and complete as much of phase one as possible – the project is scheduled to be done by the IPM – this will include the information area, washrooms – farmers market area. Walkways, trees, garbage containers and benches. Banners are being ordered. Discussion is still being held on the electronic sign

IPM update from Sherri Bell & Juanita Belfour – Sherri is chair of the Tuesday night events for the downtown, which is the opening night of the IPM. They anticipating closing the main street. They have plans for performers from 5-8pm. Adult and children entertainment making this a family event. They would like to have a contest to encourage people to come into the businesses. Anyone with ideas please contact Sherri at Glow Salon
We ask that the businesses remain open until 8pm for this event.

Gus Eyers from the Stik Handler is organizing a ball hockey Tournament to be held in conjunction with CornDaze & Ribfest on August 17th from 10-4. This will be the kick off to Road Hockey to Conquer Cancer. Gus through his contacts is looking into having hockey celebrities along with hockey artifacts from the Hockey Hall of Fame for this day – Entry forms can be picked up at his store. More information will be available when confirmed.

Corndaze – Juanita showed us the advertisement that we have done in the past – the BIA sponsored the full page , which allowed businesses to advertise at a cost of \$65.00 per ¼ page. Violet will look into entertainment for the kids. Nancy will talk to Steve regarding the other activities. Plans will be finalized at the next meeting

Meeting adjourned at 7:40pm

Next meeting July 10th, 7:15pm