

Mitchell BIA  
Minutes  
Mitchell, Ontario

West Perth Council Chambers  
Wednesday, January 15, 2014

Members present: Doug Eidt, Bert Vorstenbosch Jr., Paul Wettlaufer, Steve Walkom, Brent Schneider, Teresa Schoonderwoerd, Heather Bennewies, Viola Tyler, Juanita Balfour

Meeting was called to order at 6:20pm.

A motion was made by Paul Wettlaufer and seconded by Doug Eidt to accept the minutes of the December meeting - carried.

No business arising from the minutes.

A motion was made by Bert Vorstenbosch Jr. And seconded by Doug Eidt to allow Teresa Schoonderwoerd to sit in as secretary for this meeting - carried.

Joyce Eidt provided a report to Steve Walkom that as of January 20<sup>th</sup>, 2014 there were \$29,410.00 sold and \$590.00 not sold. So far \$27,640.00 have been redeemed with the \$1,770.00 left to be turned in by February 10<sup>th</sup>, 2014 by business owner.

The increase of our current budget was discussed and we decided that before making a final decision Steve will ask Karen McLagan to put together some numbers for the following: if we increase to \$20,000.00 what will the average tax payer be paying, if we put a minimum of a \$100 levy what would our current budget change by? Steve will report back at next meeting.

We discussed advertising and where to focus our budget for 2014. We think its best to keep utilizing the Mitchell Advocate, Cable TV, the digital sign, The Marketplace and we will have further discussing about using the Gazette and Snap Perth. We would like to further investigate the use of Facebook and Twitter and may possibly due a trial run for our Corn Daze event to decide if it is something we should continuously use for promoting special events. We will decrease our budget with SNAP Perth in order to proceed with this concept.

Brent Schneider informed us that when he receives emails about cancellations, meeting dates, courses, minutes of the meeting that he posts to Facebook as well as the website.

Brent Schneider suggested that we let the community, committees and local non-profit groups send there events (buck n does, fundraising events, charity banquets, tournaments, etc.) to us so we can post them on the website creating a go-to spot for all things local, similar to a community calender.

Juanita Balfour presented our advertising agenda for the year, she is going to put together a total

budget to advertise in all the events and bring to the next meeting. We would like to confirm the first 6 months of advertising with her at next meeting and the last 6 months at the May meeting. Paul Wettlaufer made a motion to do the Rec & Leisure guide at an approximate cost of \$250 + HST, seconded by Doug Eidt - carried.

Steve Walkom will be asking Will Jacques to send a PDF format of the BIA by-laws out to our members for review before the next meeting so we can discuss any changes or additions necessary.

If you would like to consider sitting on the executive committee and can not attend the next meeting please contact Steve Walkom with your information or questions you may have.

If you are willing to record the minutes of the next meeting please contact Steve Walkom in regards.

**NOMINATIONS FOR THE EXECUTIVE COMMITTEE NEED TO BE DONE AT THE NEXT MEETING, PLEASE ATTEND AS WE NEED QUORUM WITH BIA MEMBERS AS OUR ASSOCIATE MEMBERS CANNOT SIT ON THIS ACCORDING TO OUR BY LAWS.**

Meeting was adjourned at 7:45pm.

***Next meeting scheduled for Wednesday, February 12<sup>th</sup>, 2014.***