

**Mitchell BIA Minutes
December 10, 2014**

Attendance: Doug Eidt, Mary-Katherine Whelan, Jamie Huenemoerder, Nancy Dearing, Viola Tyler, Brent Schneider, Will Jaques, Steve Walkom, Joyce Eidt, Karen McLagen, Will Jaques, Gus Evers, Cheri Bell

Call to order – 6:30 pm

Approval of the amended minutes from November, 2014: Nancy Dearing

Seconded: Doug Eidt

Carried

Conflict of Interest - None Declared

Financial

BIA BUCKS

Joyce reported that so far 2,600 BIA bucks have been sold and that 1,650 have already been redeemed. Currently there is \$14,000 worth of BIA bucks available for purchase.

There was discussion about continuing the sale of the BIA bucks until the end of the month (22nd of December) as many people have commented that they are interested in purchasing BIA bucks but weren't able to afford it until after the deadline. Joyce confirmed that it will be okay for the TD Bank to continue selling the BIA bucks until the 22nd of December, 2014. Mary-Katherine will make a post on Facebook about the extension of the sale of the BIA bucks. Also a reminder that the Blue BIA Bucks do not expire, its only the Christmas BIA bucks that do.

Motion was made to extend the sale of the BIA Bucks until Monday Dec 22nd, 2014: Nancy Dearing

Seconded: Viola Tyler

Carried

2015 Budget

Karen McLagen (who will be filling in as the county rep on the BIA – replacing Will Jaques) presented the budget to the BIA members.

It was decided that associated membership price will stay at \$125, with Service Clubs at \$100. It has also been assumed that those who have not signed up/not paid are no longer interested in keeping their associate membership active. Nancy made the suggestion that a letter be sent out in April to those who have not paid for their membership as a reminder. Members agreed to keep the Member Levy to \$20,167 and the Associate Membership at \$2,000.

There was a profit of \$275 made from the BIA Corn Daze event. On advertising \$59.78 was spent, this figure does not include money spent in December this year. \$76 dollars was spent on BIA Bucks this year and does not include what was spent in November and December this year, though Karen estimates that at least \$2,000 to \$2,500 more has been spent in November and December. Members agreed to keep the amount of \$4200 budgeted for BIA Bucks the same for 2015.

There was a budget surplus of \$7,382 and reserves of \$23,048. The budget for advertising will remain at \$10,000, Audit \$300, with Misc. budgeted to \$200 and Office costs at \$300.

Under projects and events the Forbidden Ride will remain budgeted for \$650 and Corn Daze at \$2,500. There was discussion about the budgeted amount for Education/Promotion. Members discussed the idea of hiring a part time employee to assist the BIA after Mary-Katherine's contract ends in May and budgeting for \$8,000 under Education/Promotion for a new hire at \$20 /hr for 20 hours a month. There was also discussion about website maintenance costs; while the budget will remain at \$1,300 some members felt that they would like a breakdown of cost.

Karen also wanted the BIA members to keep in mind that in 2017 it will be the 150th anniversary of Canada becoming a nation and planning for this should be kept in consideration.

Discussion

Advertising Requirements 2015

BIA members agreed last meeting to pay for advertising in Perth County Travel and Tour Guide and will discuss specifics for advertising elsewhere in the new year.

Ontario Business Improvement Area Association

A registration form for the OBIAA was passed out to BIA members and it was discussed whether or not it would be feasible to join. BIA members felt that more information is needed and asked Mary-Katherine to do some research into the benefits of joining the OBIAA.

St. Johns Ambulance – Thank You Card Corn Daze

A photocopy of a Thank You card from St. John's Ambulance for the BIA's donation in relation to the Cord Daze was passed out to BIA members

Other Additions:

Will Jaques Departure

BIA member's recognized Will Jaques contribution and assistance he has provided to the BIA over the last several years and thanked him for all that he has done for the BIA. Members wish Will good luck in his future endeavours and in his new position with the township of East Zorra-Tavistock.

Facebook Page

Advertising on the BIA facebook page was discussed at length by the members, and it was confirmed that BIA members are allowed to post specials/deals on the facebook page which is moderated to ensure that spam events/deals from outside of the BIA membership will be removed. It was also discussed that **only** deals specifically related to discounts to BIA members will be circulated to the email list.

SNAPD Perth

There was some discussion about the coverage of events in Mitchell in SNAPD Perth and members felt that there is a need for more information on Mitchell and that SNAPD should reach out more to the community and work to get Mitchell events.

Member profiles to put on Facebook/Website

Mary-Katherine will email Nancy the list of members that don't have profiles yet, and work together to get more profiles started and possibly featured on the BIA facebook page as well as the BIA website.

Gala For Businesses Excellence

BIA members discussed about having a similar event to the one in North Perth to celebrate local businesses in West Perth. Members agreed to discuss further at the next meeting about the possibility of having an event like this next year.

Christmas Party

There was information circulating at the small business Christmas Party that the BIA would be taking over the Christmas party in future. BIA members discussed it and decided that it should be left the way it is now and that the BIA is not interested in hosting this event in future.

BIA Events in 2015

Mary-Katherine asked that the BIA confirm a list of events for 2015. Some dates were provided, while other West Perth event dates are yet to be confirmed.

Meeting adjourned at 7:45 pm

Next meeting: January 14th, 2015