

**Mitchell BIA Minutes**  
**January 14, 2015**

**Attendance:** Andy Bader, Bert J. Vorstenbosch, Bill Appleby, Doug Eidt, Gus Eyers, Jamie Huenemoerder, Kristen Sainsbury, Mary-Katherine Whelan, Paul Wettlaufer, Steve Walkom,

***Call to order – 6:19 pm***

**Business from the Minutes**

**Business Gala/Small Business Christmas Party**

Members discussed a discussion point from the last meetings minutes about the idea of having the BIA take over the small business Christmas event (last Saturday in November) and combine this event with a Business Achievement awards type event. Members discussed that they would be interested in taking it on for a one year trial basis. Kristen Sainsbury discussed the value of carefully considering the nomination criteria and process to make sure that it is open and fair. Kristen volunteered to get more information about how North Perth does their nomination process, and the topic will be kept on the agenda for the next meeting for further discussion.

***Motion was made to nominate Nancy Dearing to approach Elaine Deits about the BIA taking on the Small Business Christmas event next year: Gus Eyers***

***Seconded by: Jamie Huenemoerder***

***Carried***

***Approval of the amended minutes from December, 2014: Bert J. Vorstenbosch***

***Seconded: Jamie Huenemoerder***

***Carried***

**Conflict of Interest - None Declared**

**Financial**

**BIA BUCKS**

Joyce Eidt reported that out of the 4,000 that were printed 3,159 BIA Bucks were sold and 2,963 have been redeemed so far. Final numbers will be tallied at the end of the redemption period (January 31<sup>st</sup>). Joyce commented that those who came into purchase BIA Bucks were well aware of the process and there was much less confusion than in previous years.

The BIA Christmas Bucks promotional draw will be done on February 11 at the next BIA meeting. Steve Walkom will pick up ballots for the draw on February 10<sup>th</sup>.

**Discussion**

**Snow Removal**

Steve Walkom brought up the topic of the BIA considering hiring a third party contractor to uniformly remove snow from the sidewalks on Main Street cleaned before 6am. Members agreed that while the

town has been doing a good job clearing the main street, that it may be beneficial for the BIA to hire an outside contractor for a one year pilot project to remove the snow from the sidewalks for the comfort of clients/customers/shoppers that use walkers, canes, and strollers. BIA members would be responsible for shovelling the sidewalk during the day.

Steve will check into the issue further and will get several different quotes (from the town, and other third parties) to bring back for discussion by the members.

### **Water By-Law**

Bert J. Vorstenbosch felt that the landlords in town on the main street (effects much of the BIA area) should have been notified about changes in the water by-law the way they were notified about the upcoming by-law changes in parking and the streetscape project. The by-law has been effect as of January 1<sup>st</sup> and the landlord is now responsible for tenant's water, and those in good standing have been grandfathered in. The landlord doesn't have the power to shut the water off.

Members discussed that it would be more of a landlord issue rather than a BIA issue. Doug Eidt said that any issue that would be discussed at council is posted on the West Perth website (agenda posted on Monday and minutes posted on Friday) and should come to council meetings if there is an issue.

### **Advertising in the Mitchell Advocate**

Andy Bader passed around a package of the Mitchell BIA proposed advertising projects for 2015. Prices for advertising are similar from last year - \$3,191 spent last year \$2,959 (this price does not include the Easter promotion) this year proposed. The package does not include anything above what the BIA wants to do.

***Motion made to accept top ten proposed projects same as last year \$2,959 + hst with the exception of \$175 (subject to change in price) for the peewee hockey program: Paul Wettlaufer***

***Secinded: Bert J. Vorstenbosch***

***Carried***

In addition to the ten proposed projects for 2015 (\$2,959 + hst), Andy has proposed two addition projects 1) a digital campaign for 2015 (includes monthly local business link \$50/month = \$600/year) and 2) a monthly print promotional ad (shop local 1/5<sup>th</sup> of a page \$100/month = \$1,000/year). The total cost for the ten proposed projects plus the additional two proposed projects would come to \$4,559 + hst.

Andy stated that for a bi-weekly advertisement could be printed in colour for \$55 (\$110/month) vs. an ad done once a month for \$100/month. BIA members discussed the advantage of paying for the monthly print promotional ad, as it would be a constant spot on the front page vs. a spot that would constantly change in placement each issue, it would have higher impact and it would be worth trying out over a consistent period of time (3 or 6 months). The bi-weekly ear lugs could be used to let people in Mitchell know what the BIA and tailor their ads to be personal (eg. BIA Businesses owned by your neighbours). Andy agreed to lower the price to \$50/an issue = \$100/month.

***Motion made to purchase bi-weekly ear lugs in colour for a 6 month term at \$50 + hst for insertion bi-weekly in the Mitchell Advocate: Paul Wettlaufer***

***Seconded: Bill Appleby***

***Carried***

In regards to the proposed digital campaign, Andy said that the Advocate used Google analytics to track and analyze digital traffic. Last month the Advocate had 17,000 views with over 4,800 unique visitors. BIA members felt that the issue needed to be reviewed and discussed at next month's meeting.

### **BIA Website/Facebook**

Discussion of advertising brought up the discussion of what the web traffic activity is like on the Mitchell BIA website and Facebook page. If the BIA considered doing the digital advertising campaign should the BIA be driving advertising traffic to facebook page or the website or both? Members felt it would be beneficial to have a sense of what the web traffic is currently like for both the website and the Facebook page.

Some members wondered if Brent Schneider would be able to go over the web traffic data at the next meeting. A laptop and projector could be setup and that information may help members to decide if doing the digital campaign would be in the best interest of the BIA.

### **Ontario Business Improvement Area Association**

Mary-Katherine Whelan passed out information about the OBIAA – what they do, how the Mitchell BIA would benefit from being a member and information about the OBIAA conference in April. BIA members agreed that it should be kept on the agenda for the next meeting and Mary-Katherine agreed to send out more information to BIA members about the OBIAA via email.

### **Other Additions:**

#### **Parking Meters**

Bert talked to by-law officer Kristen Vickers about parking by-laws and the idea of adding parking meters to the main street. Will Jaques had shot down the issue in the past, and that it may be an issue to enforce. There was discussion from BIA members to advertise free parking in Mitchell as an incentive and that at present the issue should be left as is.

#### **Thank You Card**

Will Jaques sent a thank you card to the Mitchell BIA members which was shared with members at the meeting.

#### **Perth County**

Kristen Sainsbury asked BIA members to consider signing up for emails sent out by the Economic Development office that would include information about grants, newsletters, events and surveys. Kristen also expressed to members that she would appreciate any new information about businesses in West Perth to add to the newsletter via email.

Kristen mentioned a number of events/surveys coming up that may be of benefit to Mitchell BIA members; For bigger employers there will be three virtual job fairs coming up – the deadline to sign up is on the 16<sup>th</sup> of February, the Ontario Employer One survey which can be accessed on the Perth County website and the availability of summer grants for employers to hire students which will be released in February.

*Joyce Eidt made motion to have meeting adjourned at 7:41pm*

**Next meeting: February 11, 2015**