

**Mitchell BIA Minutes
November 12, 2014**

Attendance: Doug Eidt, Cathy Bieman, Mary-Katherine Whelan, Jamie Huenemoerder, Nancy Dearing, Teresa Schoonderwoerd, Andy Bader, Coralee Foster, Viola Tyler, Melissa McGoldrick, Brent Schneider, Will Jaques, Steve Walkom, Shelly Steeper, Bert J. Vorstenbosch, Michelle, Kristen Sainsbury.

Call to order- 6:16 pm

Approval of the minutes from October, 2014: Brent Schneider

Seconded: Andy Bader

Carried

Conflict of Interest - None Declared

Perth County Tour and Travel Guide

Cathy is currently putting together the Perth County Tour and Travel Guide for 2015 and asked BIA members if they would be interested in purchasing a full page advertisement in the guide similar to what was purchased last year. The cost of the full page ad is \$2,800 plus hst and if the BIA purchases this ad Cathy can offset the cost for businesses purchasing their own small advertisements in the guide (instead of paying \$255 for the ad they can pay \$105 plus HST . Last year 26 businesses in Mitchell had advertisements in the guide and it would be beneficial to the BIA members to purchase the full page ad.

Motion was made to pay \$2,800 plus hst to the Perth County Visitors Association for a full page advertisement in the 2015 Perth County Tour and Travel Guide: Teresa Schoonderwoerd

Seconded by: Andy Bader

Carried

BIA Bucks

A reminder that the BIA bucks have launched and will be accepted until December 12, 2014.

Lunch and Learn

Kristen Sainsbury, Perth County Economic Development Coordinator reminded BIA members of the Lunch and Learn program on Tuesday, November 25.

Stratford Art Gallery – I love My Gallery Radio Auction

Viola was contacted by the Stratford Art Gallery to see if the BIA would be interested in donating an item or gift certificate for their I Love My Gallery – Radio Auction in February. If the BIA was interested in making a contribution they needed to know by the end of the week. BIA members discussed that it would be in the best interest of the BIA to refrain from making a donation. Brent mentioned that gift certificates don't always go over well at auctions and Teresa mentioned that the BIA has already put a standard to not donate for a specific fundraiser, and Steve felt that more information was needed and that the BIA will not be making a donation. Members may make their own donations if contacted by the Gallery.

Job Description

Cathy distributed a job description for Mary-Katherine's position with the BIA for members to look over. Steve mentioned that the job description is a good start and that can be a fluid document that should be added to if additional tasks that do not fit under the job description currently.

Other Additions:

Next Meeting

Nancy brought up the idea of bringing snacks to the December meeting (December 10th, 2014). It was discussed by members that they would bring snacks to share. Brent said he would ask Tim Hortons to donate some cider, and Nancy would bring napkins and plates. Viola asked that if any items with nuts are brought to have them labelled as she is allergic.

Adopt A Grandparent

Teresa is doing the Adopt a Grandparent project again this year – This is a great program and I am sure it takes a lot of Teresa's time to organize and make many seniors happy.

Newsletter

Mary-Katherine created a draft of a BIA newsletter which was handed out to members. She will create a final draft of the newsletter for Nov/Dec to be handed out to businesses downtown and available online for members to read. If any members are interested in having their business profiled please contact Mary-Katherine at mk.visitperth@gmail.com.

Laurie Knechtel

Laurie was thanked for coming in to give a presentation to BIA members about online marketing tools available to help expand small businesses online presence.

Meeting adjourned at 7:40 pm

Next meeting: December 10th at 6:15pm