

Mitchell BIA Minutes
October 8, 2014

Attendance: Joyce Eidt, Brent Schneider, Coralee Foster, Viola Tyler, Cyril Moss, Andy Bader, Paul Wettlaufer, Bert J. Vorstenbosch, Cathy Bieman, Mary-Katherine Whelan, Doug Eidt, Steve Walkom, Will Jaques

Call to order- 6:20pm

Approval of the minutes from September, 2014: Doug Eidt

Seconded: Bert Vorstenbosch

Carried

Conflict of Interest - None Declared

Mary-Katherine – new BIA co-ordinator

The new coordinator Mary-Katherine was introduced to the BIA members. She will be available in Mitchell to assist the BIA once a week until May.

Financial:

Budget – Creation of Permanent Position

Will spoke to Karen about a Service Canada Grant which stands at \$1,997. and is listed on the budget under grants and projects. Karen suggested that there should be a further amount of \$1,000 put towards the position/to compensate the PCVA. Will told the BIA members to keep the budget in mind when creating this position, as Karen needs the budget by January.

Motion was made to contribute a \$1,000 be given to the Perth County Visitors Association to compensate them for the summer student and the extra work that the student did: Paul Wettlaufer

Seconded by: Brent Vorstenbosch

Carried

There was discussion about setting out the terms of reference for a position and budgetary concerns connected with the creation of the position – which was suggested to be put on the agenda for the next meeting. Cathy stressed that the BIA needs to decide if they want to continue having contract employees via the PCVA or create a dedicated permanent position. Cathy recommended that the BIA consider creating a permanent position in order to continue the growth of the BIA and help with any extra work or projects that the BIA needs completed. Steve requested that Cathy prepare a draft job description for the next meeting and BIA members can discuss what should be pertinent to include.

BIA Dollars

It was discussed by BIA members that since they have increased the amount of the BIA Christmas Bucks to \$40,000 the BIA will need to pay TD Bank \$4,000 dollars to offset the cost of the BIA promotional Bucks.

Motion made for BIA to pay TD Bank \$4,000 towards the increase of BIA Bucks to \$40,000 from \$35,000: Viola Tyler

Seconded by: Paul Wettlaufer

Carried

Discussion

BIA website and Facebook for advertising purposes

Viola asked if the BIA members can use the email list (of BIA members email addresses) to advertise events and promotions. Members discussed how this would fit under the anti-spam legislation and agreed that it is not strictly spam. It was discussed that the email list should be used for relaying information, special deals for BIA members and general advertising only. Paul and Steve suggested that if these emails become an issue with other BIA members it can be readdressed at a later date if emails are out of control.

Additionally it was agreed by members to have the emails sent to Mary-Katherine and Cathy and have them send out these emails as an extra buffer to control quality of content.

Facebook/BIA Website updating

Brent started the discussion about updating the Facebook page and BIA website. Several members have voiced concern to Brent that the website and Facebook page be made available to all members to have access to updating it themselves. Brent has been updating both pages with the information they have available. Cathy suggested that Mary-Katherine help with the updates on both the website and Facebook page. Brent has made a few members moderator on the Facebook page and wanted to discuss if there is merit in creating a content management system for the website so that everyone has access to update it. Members felt it was unnecessary for all members to be able to update the BIA website at this time and Brent willing to accept information and post on member's behalf.

Viola wanted it to be made clear to BIA members how the Facebook page can be used and if adding window signage will drive people to the Facebook page. Brent said that the Facebook page is linked on the website and other members felt that was adequate for the time being.

Paul wanted clarification on what the purpose of the Facebook page is, and if allowing members to advertise on the page waters down content and if a hybrid of information and advertising is manageable. Members discussed the idea of having one update a week for promotions in one consolidated format rather than having multiple updates per week. Members would send the information to Mary-Katherine who will then update the Facebook page with the promotions once a week.

There was also some confusion about why there are multiple pages for the BIA on Facebook. Brent stated that there are two pages, one as a group and one as a person. He mentioned that he has tried to contact Facebook about removing the person. Viola said she would talk to the Rita who created the other page to see about removing it.

Newsletter/Minutes

It was discussed by BIA members that the creation of a monthly newsletter is an asset and should be continued on by Mary-Katherine where Chloe left off. Will said that the newsletter looks more attractive than the minutes, and people are more apt to read the newsletter than the minutes. Members discussed incorporating a business profile, upcoming community events and when the next meeting will be held. Members discussed if the newsletter should be made available in print and online editions. Joyce mentioned that businesses can print copies off and place them for distribution at their businesses.

Advertising

Andy brought up the topic of advertising for the BIA bucks, and circulated the most recent version and minor edits were suggested. The BIA bucks will be going out November 3rd, and several members suggested that an advertisement be placed in the 29th of October edition.

Motion made for BIA to contribute \$75.00 towards the cost of the additional advertisement in the October 29th edition of the Advocate which the Advocate will match : Paul Wettlaufer

Seconded by: Joyce Eidt

Carried

Members discussed putting information on the Facebook page and website on the BIA Bucks rules and how it works. Viola volunteered to create a sign to put in business windows.

Andy mentioned that the Gift Guide which will go out on November 12th, and circulated a flyer with information on the cost of advertising in the gift guide. BIA members get a discount on advertising space of \$50. Members discussed making a payment of \$1,200 towards the publication cost of the gift guide.

Motion made for BIA to make payment of \$1,200 plus tax towards the cost of the publication of the gift guide : Viola Tyler

Seconded by: Brent Vorstenbosch

Carried

Advertisements for the gift guide will be made October 29th, November 3rd and November 12th in the Advocate. There is a number of prize draws (\$100, \$75, \$50) to be awarded as well. Cathy and Mary-Katherine will contact Mitchell Cable TV about advertising the BIA Bucks

Listowel Business Gala Event – October 29th

Cathy suggested that if Mitchell BIA members are interested in hosting a Business Gala event in the future to consider attending the Listowel Business Gala event to be held Wednesday October 29th, 2014. It's a really good event with a turnout of about 400-450 people out to celebrate area businesses, network and is good for businesses. If any members are interested in attending please let Cathy know. A discounted rate of \$40 dollars is offered to interested members.

BIA members discussed having a similar event, and Bert suggested that the BIA consider hosting the Small Business Christmas party next year and make that party into a similar event. The Small Business Christmas Party will be held this year on November 22, 2014.

Other Additions:

Motion to adjourn the meeting made by: Bert Vorstenbosch

Motion seconded by: Andy Bader

Next meeting: November 12th at 6:15pm