

Mitchell BIA Minutes

April 9, 2014

Attendance: Will Jaques, Juanita Belfour, Doug Edit, Coralee Foster, Brent Schneider, Teresa Schoonderwoerd, Cherie Gethke, Gus Eyer, Kristin Sainsbury, Cathy Bieman, Nancy Dearing, Jamie Huenemoerder, Bert J Vostenbosch, Heather Bennwies, Viola Tyler,

Call to order- 6:20 pm

Approval of minutes from March 2014

Conflict of Interest- None Declared

Financial:

Copy of the budget –According to the budget there is a surplus left over which will carry over to the 2014 budget, since the budget will be tighter in 2014.

With the new employee they will be instructed to build membership with the BIA and the increase in the tax levy will balance the budget.

Discussion:

Will let us know that the municipality has received a summer student from Service Canada which the BIA is able to engage with events and communication within the BIA.

The details were not available at the time of the meeting since the municipality just found out that they have received the grant.

Karen from the municipality and Cathy Bieman from the PCVA will have a meeting to talk about reasonability with the summer student and how it fits into the part time employee for the Mitchell BIA

Once the meeting is over we will send the clarification over to Nancy, Steve, Teresa and Will for approval of reasonability of the student.

There was much discussion about the part time staff and how many hours they would work.

Cathy presented a job description to the BIA which seemed to cover all requirements.

The hours for this person would be approximately 7 hours a week and the work will be monitored by the PCVA to make sure everything is getting done.

The PCVA will bill the Mitchell BIA \$20.00 hr for this person, with the understanding that there is a set budget of \$8,320.00 and needs to be monitored to make sure there is no overages.

*Motion made to get clarification on the summer student grant and for Cathy and Karen to work it out. First: Nancy Dearing
Second : Gus Eyer
All in Favour : Passed*

❖ **Advertising:**

Juanita Belfour from the Mitchell Advocate came in to talk about a Mother's Day contest " Do you Look Like your Mother" they were having and wondered if the BIA would be interested in donating some BIA bucks as a prize. She also mentioned a Father's Day contest as well.

It was decided that the BIA would give \$100.00 worth of BIA Bucks in dominations of \$25.00 each.

West Perth Clean Up Days are coming up as well and we decided that \$25.00 worth of BIA dollars would be donated as a price for that event.

Brent Schneider had mentioned that the Mitchell BIA has an email address of its own that comes with the hosting charge for the website. The email is info@mitchellbia.ca. So everyone with events or information or anything they would like put on the agenda should use this email address.

To discuss left hand turns on Main Street. There is no law for this , it can happen and the police can't do anything about it.

Sidewalk reconstruction is happening this year so we need to let everyone know There will be staggered sidewalk construction happening this year. Time and date is not decided on but they will work on one section and finish it and move to another section. There is piping under the sidewalk that needs to be replaced and upgraded. Will Jaques will ask Mike for the timelines for the construction.

Garage sale day May 24,2014- There was much discussion regarding how to promote the garage sale days. It was decided that Brent would do an Boost on Facebook . Brent has a budget of \$100.00 to do this on facebook. Brent will start the campaign on May 14th . After the marketing promotion Brent will print off the stats a for everyone to see how the Boost did. Anyone that wants to sell their products that day are more than welcome to. We had talked about people selling their products in front of some the stores downtown that would normally not be open, but there is an issue of insurance and liability. The new student will look into this and let you know what is involved.

*A motion was made by Voila Tyers to give Brent \$100.00 to do a Facebook Boost for the Garage Sale Days
Seconded By: Nancy Dearing
All in Favour : passed*

Julie from the Stratford Gazette was discuss the SideRoads Publication. It was decided this year that Julie would sell the ads for the Mitchell page and the Mitchell BIA would purchase top banner spots on the page for a cost of \$452.00 + hst.

*A motion was made by Nancy Dearing to purchase the 4 top banner spots in the Stratford SideRoads Publication
Seconded by : Brent Schneider
All in Favour : Passed*

Brent had mentioned that he is continuing to update the website and Facebook page with all the events and the BIA meeting dates and minutes. He also mentioned that there are still businesses that have not filled out the member pages that help promote your businesses. He suggests that everyone do this and go on there and update their info if needed. There is a questionnaire that needs to be filled out and emailed. Brent also mentioned the capability of doing a mobile site of the Mitchell BIA website. It will cost about an extra \$20.00 a month for this service.

Motion was made by Teresa Schoonderwoerd to go ahead with this mobile site for an extra \$240.00 a year.

Seconded By: Gus Eyer

All in Favour: Passed

Other Additions:

There was an invoice that needed to be paid from the Mitchell Advacate in the amount of \$220.00 +hst = \$248.60

Motion was made by Doug Edit to pay the invoice from the Mitchell Advacote

Seconded By: Gus Eyer

All in Favour: Passed

Budget will be looked at next meeting.

Adjourned

The next BIA meeting will be May 14th 2014 at 6:15pm.

Teresa Schoonderwoerd made a motion to Adjourn the meeting.