

BIA Minutes

December 14, 2016 @ 6:15PM

Council Chambers- Municipal Building

Attendance: Erin Gorse, Doug Eidt, Meredith Forget, Paul Wettlaufer, Brent Schneider, John Huenemoerder, Steve Walkom, Gord Driver, Heather Bennewies, Bert Vorstenbosch, Jeff Brick

Meeting called to order at 6:20PM

Errors or Omissions- The December minutes stated that the website that the Municipality offered us was One Hundred Fifty Thousand Dollars (\$15000.00), the actual amount of the website is Fifteen Thousand Dollars (\$1500.00).

Motion made to approve minutes for December 14, 2016. Motion made by John Huenemoerder, seconded by Doug Eidt.

Carried Unanimously

Budget- Don't have an actual budget sheet, as Treasurer has been sick for the last couple days. A couple of invoices were paid in January. The OBIAA Membership, two (2) tents from PCVA, Staffing, and some invoice amounts from Sun Media.

Outstanding Balances- Invoice from Sun Media 452.00.

Motion made to pay Sun Media Invoice for Four Hundred Fifty Two Dollars (\$452.00). Motion made by Steve Walkom, seconded by John Huenemoerder.

Carried Unanimously

OBIAA Membership- Jeff sent away the Ontario Business Improvement Area Association (OBIAA) Application. He displayed the statistics on the projector for everyone to see. I have attached the Application form for you to view. One of the members asked if our statistics are relative compared to other BIA's. It was suggested that this year maybe we look into the current statistics for other BIA's to see where we are in comparison.

Perth County Update- This was Meredith's last meeting, she will be taking a Maternity Leave for the next year. Meredith is our Project Coordinator for Perth County Cultivating Opportunities, and she has been very active in our Mitchell BIA, in fact we are the only municipality in which she attends our meetings regularly. Sarah Franklin has been hired to take on Meredith's position while she is off, Sarah has attended various events with Meredith, she is a young local professional, and we look forward to welcoming her.

The City of Stratford and Town of St. Mary's have been asked to, and agreed that they will now be funding the Opportunity Lives Here Website. The Employer One Survey has gone out, I have sent it out various times, and I have also posted it on the Facebook Page. Please make sure that you take time to fill this out. It is very important for the future of our community and our businesses.

Municipal Update- The tents have been picked up from PCVA, and are now being stored in the basement of the Municipal Building.

At the December Council meeting, it was suggested that we put up memorial flags downtown in remembrance of Veterans. These flags would be put up from October until November. Ideally they would be taken down to put up the Christmas decorations. It was also suggested that we look into purchasing new decorations for the poles downtown. This has been a point of discussion for a while, as we do need to purchase new Canadian Flags, if that is what we decide. There are conflicting thoughts because the flags do not last long because of wind and sun exposure. It was suggested that we maybe look into getting some iron ones made. It was suggested that Jeff look into getting a quote on some iron decorations as well as the flags.

Annual General Meeting- We will be holding our Annual General Meeting (AGM) on Wednesday March 8, 2017 @ 6:15PM. This will be held in the Upper Auditorium.

We will be looking at selecting a Board of Management (BOM). We are looking for 6 individuals to make up the board. These members will be voted in by the members, and Council will appoint the 7th person. I will send out details on the voting procedures as we get them set in stone.

It is extremely important that you attend the AGM, there will be a lot of decisions and important discussion go on. We will be looking into alternatives if the Owner and Tenant cannot attend. But it is important that you schedule this time to attend this meeting.

Strategic Planning Committee – There needs to be a Strategic Planning Committee. This committee will be responsible for coming up with exactly what our strategic plan as an organization will be. This will be the foundation of our organization. The Strategic Planning Committee will be made up of various people from the Community, it is very important to make sure that the right people are on this committee because the correct variety of people will assure that they have the entire community's best interest at heart.

Mitchell Advocate- Last year the Advocate gave us a package for the entire year. This year, because of the AGM, the Advocate has decided to give up a proposal up until March, and then in April we will look into refocusing in accordance with the Strategic Plan. It was suggested that the earlug contains information pertaining to the AGM and the details about voting a BOM and Strategic Planning Committee.

Motion made to accept proposal for Package from January- March in the amount of Nine Hundred Twenty Nine Dollars and Twenty Cents (\$929.20) Motion made by Paul Wettlaufer, seconded by Brent Schneider.

Carried unanimously

Communications Committee- It was suggested that we establish a communications committee, this committee would consist of 4 people. These people would meet once every other month, but would be in constant contact with one another. This committee would consist of all of the people responsible for the communication to the council and community about all of the correspondents within the BIA. We will be voting in this committee once our BOM is obtained.

New Business-

Welcome Package-We need to work on a Welcome Package for New Businesses. This would double as an Invitation for Associate Members, as we would obtain and share the same information. It would then be the Staff, Chair, or Council that would welcome the New Business. Jamie will be looking into what the other BIA's offer as a Welcome Package, and what the most effective way to present the information would be. Erin from the New Photo Studio will be taking some new pictures of the Downtown to help us with the new Welcome Package.

Events – There was a brief discussion that we should figure out what Events we would like to carry on in the New Year. This is very important as we seem to consistently make last minute decisions, which has proved in the past to present conflict. It was decided that, going forward we will for sure be organizing some sort of Event for Garage Sale Weekend, Cornfest, Christmas Street Party and a Christmas Gala Event.

Garage Sale Weekend we will ask all the Merchants to please participate in a Sidewalk Sale, to help fit in with the Garage Sale Theme.

After some discussion, we decided that we would like to carry on a Cornfest Event again, this was put off because of Construction and a lack of Volunteers. We will be looking for Volunteers and Committee Members for this event.

We will also be doing our Christmas Event again this year, for anyone who is skeptical of this event, you are welcomed to become a part of this event. It is an exhilarating feeling to help commemorate someone and recognize them for all of the hard work that they put into helping our community be the best it possibly can be. It is also encouraged that all small businesses come out to the event. It is a great time, a great meal, great company and a great way to relax and cut loose with your staff.

We have had various discussions about the Christmas Kick off Street Party, it was suggested that we contact the Lions Club and see if we can pull our event in with the Christmas Parade. We feel this would help with the success of the event, and would help the community to really get into the Spirit of Christmas. We would start this event before the Christmas Parade, with Downtown Merchants handing out Hot Chocolate, Cotton Candy, and Popcorn etc.

Additions

It was suggested that the BIA Staff should attend other various local BIA Events. This would be a great networking opportunity for the BIA. Events like Business after 6, Networking Breakfasts, and other events that our presence should be.

Meeting adjourned at 7:45PM.