

**Mitchell BIA Minutes**  
**June 8, 2016– 6:15pm**  
**West Perth Municipal Building – Council Chambers**

**1. In Attendance:** Teresa Schoonderwoerd, Brent Schneider, Doug Eidt, Joyce C. Eidt, Viola Tyler, Jamie Huenemoerder, Bert Vorstenbosch , Jeff Brick, Alisha Reese, Cathy Bieman, Gus Eyers, Steve Walkom, Meredith Forget, Paul Wettlaufer, Nancy Dearing, Vicki Lass, Andy Bader.

**2. Call to order – 6:20pm**

Bert Vorstenbosch agreed to continue to act as Interim Chair

**3. Approval of minutes** from May.11<sup>th</sup>, 2016 meeting

***Motion was made by Joyce C. Edit to approve the minutes from the May 11<sup>TH</sup> 2016 meeting.***

***Seconded by: Steve Walkom***

***Carried***

**4. Conflict of Interest**

None declared

**5. Financial**

Jeff Brick had not reviewed the specifics of the financial report with Karen before the meeting, may need to refer questions to Karen if there were any that he was not able answer. No questions were asked.

**6. Discussion**

Andy (Editor/Sales Manager at the Mitchell Advocate) presented the statistics and finding from the programmatic advertising from March-May for the Garage Sale. The campaign was successful by industry standards with 70,000 impressions online.

***Teresa motioned we do another programmatic advertising campaign from October to December at \$400+hst per month.***

**Moved by: Teresa Schoonderwoerd**

**Seconded by: Viola Tyler**

**Carried**

### Activity Report/ Updates

Alisha Reese presented her activity report for June (please see attachment). Alisha is going to be working on a quarterly newsletter and is looking to feature members of the BIA. If interested please send a e-mail to [info@mitchellbia.ca](mailto:info@mitchellbia.ca). Alisha also presented the layout for the BIA Sideroads advertisement page. Layout was accepted; talk of a new layout for next year, less busy. Talk to Sideroads in the future about a more appealing layout for next issue.

### Social Media

Jamie and Brent presented an informative look into how our Facebook account works. Focusing on how to monitor what's working and not working on your Page, understand the people who like your Page and engage with your posts and being able to make decisions about the best ways to connect with your audience. They shared that for the Street Party advertisement on Facebook, a five dollar post boost allowed the advertisement to reach over 1,000 extra people and attracted them to the post.

Date	Total Reach	Organic	Paid
May 28	1,730	375	1,355

Total Reach: May 28, 2016

This is an option for advertising that is cost effective, able to reach a large demographic and allows us to better target certain markets.

### Passport Update

Jamie was able to hand out 200 passports to associates and members. We are printing 200 more passports to be given to more BIA businesses.

### Streetscape Upcoming Meeting

There will be a meeting on the Streetscape project on June.15<sup>th</sup> at 3:30pm. The meeting will be open to the public and will be discussing adjustments. Please come out to share your feedback, comments and views. You are also encouraged to e-mail Jeff Brick with concerns and confidentiality will be taken with all comments.

## **Pedestrian crossing**

Jeff Brick wanted to thank the Mitchell Advocate for their help educating the public about the cross walk and also to please remind people to not walk out in traffic and wait for a safe opportunity to cross.

## **Canada Flags**

**Jeff Brick updated the BIA that the Canada Flags were ordered and installed prior to the Street Party and Forbidden Ride. Jeff asked that the BIA consider paying a portion of the cost.**

**Moved by Nancy Dearing that the BIA pay \$550 (approximately 50%) of the amount for the 16 Canada flags purchased for the downtown.**

**Seconded by: Steve Walkom**

**Carried**

Blue Heron flags are up with the Canada Flags. The Heron flag are very brittle and were not able to add website address. It is advised that we may need to buy new banners next year and can consider adding the website address at that time.

## **Update BIA Training Governance**

Information on Governance training classes and networking opportunities will be sent out by Jeff and Alisha.

## **101 Training Sessions (attached poster)**

### **Meredith Updates**

- Consultants have been hired to complete the Foreign Direct Investment Strategy for the Perth, County. Work will begin next week on this. (staff report attached)
- Opportunity Lives Here out of province marketing campaign promoting opportunities here in Perth.
- Youth Retention Project
- The next breakfast mixer event will be taking place in Mitchell on July 18, 2016 at the Mitchell Golf and Country Club.
- RoundTable Youth Engagement will be taking place in the fall in partnership with the Four County Labour Market Planning Board
- Perth County newsletter will be coming out end of July – if any committee members have good news/events they would like to contribute please send to Meredith before July 12, 2016.

- Meredith has been working with Meghan Marshall from the Perth Community Futures Development Corporation and will be hosting a “How to Start an Agri Business’ seminar in the fall.
- Meredith reminded the committee that if they wanted to participate in either of the CED 101 sessions to sign up. (flyer attached)
- Perth is hosting the next SOMA meeting on June 21, 2016
- New promotional materials connecting the Economic Development Department and Business Community are in the works.

## **150<sup>th</sup> Canada Day Celebrations Updates**

Bert V Jr. provided the update about doing a western period theme for the 150 year celebrations, decorating the downtown and having workers dressed in costumes. There will also be fireworks at Cooper field on the Friday night; Saturday will be the festival theme event with heritage games and family fun. Saturday night will host a DJ dance and then Sunday will host a picnic lunch at the bandstand. Follow up and more details in September.

## **7. Communications**

Our communication needs work and will improve once everyone is comfortable in their position. Alisha and Jeff are to look over the e-mail accounts and update any contacts that are not receiving BIA e-mails. Jeff is also to check on associate fees and will contact those whom need to pay. Brent to add an unsubscribe button to [info@mitchellbia.ca](mailto:info@mitchellbia.ca)

Business After 6pm is open to everyone on the economic development and the BIA members and associates. Please watch your e-mail for invitations to these events, the next Business After 6 invite is in the attachments.

Popcorn machine and cotton candy machine with supplies came to \$2,500.60 . Interested in renting out to BIA members for \$25 per machine/per day or to non BIA members at \$50 per machine/per day, this would be subjected to a damage waiver and guidelines to uphold quality. The machines are being stored at Hicks café for the time being.

**Steve Walkom moved that the BIA pays \$2,500.60 for the cotton candy and popcorn machines.**

**First by: Steve**

**Seconded by: Brent**

**Carried**

## **Derrick Drew**

Presented 3 different video packages that his business is offering to anyone interested. Please contact him directly for information at [derrick.drew@gmail.com](mailto:derrick.drew@gmail.com).

**Vicki Lass**

Economic Development Committee members joined the meeting to listen to Vicki Lass's presentation. At this time the Economic Development Committee brought their meeting to order as well. Both committees then heard the presentation from Vicki Lass on the proposed Youth Attraction and Retention Project. Attached is the presentation.

**8. Adjourn**

**Motion was made by: Jamie Huenemoerder to adjourn the meeting 7:46pm.**

DRAFT