

Mitchell BIA Minutes

August 12, 2015

Attendance: Brent Schneider, Heather Benneweis, Jamie Huenemoerder, Andy Bader, Coralee Foster, Nancy Dearing, Bert J. Vorstenbosch, Gus Eyers, Joyce C. Eidt, Viola Tyler, Mary-Katherine Whelan

Call to order – 6:20

Business from the Minutes

Motion made for Nancy Dearing to chair the meeting in Steve Walkoms absence: Joyce Eidt

Seconded: Bert J. Vorstenbosch

Carried

It was brought to the attention of members that in the July 2015 minutes, Viola Tyler had seconded a motion for Hick's House to print the passport stickers (at 108 stickers per sheet), which is a conflict of interest and the motion needs to be amended.

Motion to amend the acceptance of the motion to have the passport stickers printed at Hick's House Printing from July 2015 minutes.

Seconded: Gus Eyers

Carried

Motion to approve the minutes from July 2015 as amended: Joyce Eidt

Seconded: Gus Eyers

Carried

Conflict of Interest - None Declared

Financial

Budget update

Karen McLagan was not present at the August 12, 2015 meeting to give an update on the Budget for July. Nancy Dearing did not hear back from Karen McLagan if Lavis was able to cover the costs of the passport printing.

Discussion

Snow Removal Update

Nancy Dearing reported to the BIA Members that Steve Walkom does not have an

updated from last months meeting. The topic should be readdressed at a future meeting.

Streetscape Update

In Steve Walkoms absence Nancy Dearing read an email chain about the streetscape construction update between Steve and Mike Kraemer.

As of August 12th, although construction is at a standstill a lot of other work is being completed or being scheduled. On the 10th of August, they had to hydro excavate the intersection at Dorothy's to expose the existing utilities in order for the bore crossing to be complete. The bore crossing is to enable a tie in to the electrical for the streetlight and traffic lights. On August 11th, construction was cancelled due to the forecast of more rain and they were waiting for Jim Skinner to complete work at the Laundromat and Wine It Up so they can continue completing the runner strip first. They are now (Aug. 12) concentrating on connecting the new water main which will likely be complete with 14 hours.

Once the boring is completed the streetlight poles can be set and connected, and Nicholson should be here for 8 days straight to complete the concrete work. Lavis paving crew is completing the rest of the rural paving and is in the area waiting to pave downtown.

Some members expressed frustration about the progress and are concerned that the construction may not be completed in time. Joyce Eidt said that at TD they are very impressed with the work that has been done in front of TD Bank, and while they were told to expect a minor disruption they did not have to close the bank at all during the process. Brent Schneider mentioned that due to the uneven surface in front of his business, some customers have been tripping and have complained about it. While there are minor complaints, it was unanimously agreed that when the obstructing fence came down business picked up.

Dig Our Downtown T-shirts

Gus Eyers reported that the inventory of the t-shirts is half through (and includes the ones are out free). Members discussed lowering the price of the T-Shirts to \$8, and that the t-shirts should be given away. Some BIA members were approached about wearing/purchasing shirts and some were not interested. Members discussed the idea of having Mary-Katherine put together a list of businesses that received shirts, and hand shirts out to businesses that are interested in wearing them. Brent said that he would be willing to approach several businesses about wearing the shirts as well.

Motion made to have Mary-Katherine to go around and contact businesses who do not have shirts and give them away to those businesses who have not picked up the shirts, and offer the rest of the t-shirts at first come first serve: Brent Schneider

Seconded: Gus seconded motion

Carried

Shopping Passports/Tim Hortons Business Card

Members reported that the shopping passports seem to be going over well. Some members remind customers and provide information about the shopping passports if the customer is unaware. Some members wondered if the ballots from each draw are being kept for the final draw, Nancy Dearing mentioned that she could speak to Steve about that.

Viola Tyler passed around a colour print out of the cards to be given out at Tim Hortons that Brent had designed. They are waiting on Mark Moore's approval after Viola had initially contacted Mark last month. Brent offered to speak with Megan Moore about getting the cards approved so they can be printed and distributed ASAP. Members asked Brent to change the amount of BIA Bucks to be changed from \$1,500 to \$1,000.

End Of Construction Celebration

BIA members discussed if a celebratory sale/promotion/BBQ/Party should be planned once the construction has been completed. It was agreed that it should be discussed again at a later meeting once construction has made more progress. It is difficult to plan a celebration event when the completion date of the construction is yet unknown.

Some ideas that were discussed included, sponsoring of free skating at the arena with businesses downtown offering coupons for free hot dog/beverage with a purchase at a downtown merchant.

BIA Website / Facebook Page

Brent Schneider reported that in July the BIA Website received 1,546,098 hits, and because the website had so many hits the site was being targeted by hackers and advertising spammers. The site was down briefly in the previous week as hackers sent so many e-mails, that the website exceeded usage on an hourly basis. Everything has been resolved and the security on the site has been changed to ensure that the website is not at threat from spammers and hackers.

Brent has made a copy of the passport available for download on the website, has added the BIA Twitter account feed and button to the website (@Mitchell_BIA), added the updated minutes, changed and added new information to the website, and made the construction updates scrollable.

Christmas Party/Gala Update

There are no updates or changes from last month about the Christmas Party/Gala. The party will be held on the last Saturday in November which is the 28th at the Mitchell Golf Club which has already been booked. As per previous parties, it will likely start with a social hour from 6-

7pm and have dinner served at 7pm. Jamie Huenemoerder will talk to Cherrie Bell about setting up a meeting to discuss the party.

Promotional Shopping Bags

Nancy Dearing passed around a reusable shopping bag that was dropped off to Steve Walkom from St. Marys BIA member Sue Griffiths. The bags were purchased for \$2 each, the St. Marys BIA bought 5,000 and sell them for \$3. It was suggested as something that the Mitchell BIA might be interested in doing. Some members discussed that similar bags that feature different buildings in Mitchell and the downtown once the streetscape construction is complete would be nice to give away at a thank you BBQ at the end of construction and maybe include some coupons. Brent Schneider mentioned there are a few companies online he could look into for getting the bags cheaper, and the topic can be brought up at the next meeting.

Mitchell Advocate Insert - Dig our Downtown Flyer

Andy Bader asked BIA members if they were interested in putting out another flyer insert on the 9th of September before the last BIA Bucks draw, similar to the insert ran on August 12th. The tabloid insert is priced at \$625, and advertisers would receive a BIA discount and priced at \$75 an advertisement plus HST. If interested in advertising with the advocate for this insert please contact them!

Members felt that it would be more beneficial to have the insert run in the September 2nd paper ahead of school starting to entice people to shop downtown Mitchell for their back to school needs. It was also discussed that a little information about the Christmas BIA Bucks promotion be included on the insert.

Motion made for the BIA to participate in another Streetscape tabloid insert in the Mitchell Advocate for September 2nd at \$625 +hst and \$75 +hst per advertisement for participating BIA

Members: Brent Schneider

Seconded: Viola Tyler

Carried

Adjourned

Brent made motion to have meeting adjourned at 7:16pm.

Next meeting: September 9th, 6:15pm at Hick's Cafe