

Mitchell BIA Minutes

September 9, 2015

Attendance: Julie Haefling, Doug Eidt, Paul Wettlaufer, Kristen Sainsbury, Karen McLagan, Cathy Bieman, Viola Tyler, Steve Walkom, Jamie Hunemoerder, Joyce Eidt, Gus Eyers, Nancy Dearing, Cora Foster, Brent Schneider, Mary-Katherine Whelan

Call to order – 6:15pm

Business from the Minutes

In the minutes from the August 12th meeting, the daughter of Mark Moor should be amended to include her full name which is Megan Moore.

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

Seconded: Nancy Dearing

Carried

Conflict of Interest - None Declared

Financial

Budget update

Karen McLagen reported that the BIA currently has a surplus of \$12,043. Members were levied when the August tax billing was sent out. The only difference reflected in the current budget is with advertising costs related to the shopping passports and promotion.

Viola Tyler mentioned that she will send an invoice for the cost of the passport printing, and printing the stickers. Karen mentioned that she did speak with Lavis about covering the cost of the passport and sticker printing and they are optimistic that it will be something they can sponsor but hasn't given a firm amount of what they are willing to cover.

Discussion

Snow Removal Update

Steve Walkom does not have an update, and the topic should be readdressed at a future meeting after Ron Dixon has had a chance to assess what the new sidewalks will be like once completed and can give Steve a quote. Steve said he will speak to Ron again and report at the next meeting.

Some members felt that the snow removal would likely be expensive and have budgetary concerns and how the snow removal costs would be budgeted moving forward for next year. Some members discuss that it would be hard to budget for considering all of the variables involving the weather. They discussed the idea of having the work done at a fixed rate.

Members realize that this morning snow removal being considered is not a long term solution – but to help in the morning but it needs to be monitored throughout the day. Members discussed that it was the town’s responsibility for businesses to adhere to the by-law (snow removed by 9:30am, and asked Karen to look into what the fine is and how the by-law can be enforced. In addition members asked Karen if it was possible for the town to send out a letter to the businesses advising them not to use salt on the new sidewalks and provide alternative options like calcium chloride.

Streetscape Update

Construction has started on the other side of the street. Some people from town had been complaining that they didn’t see anyone working (Sept 9). There have been very little official updates on how long the construction will take. It has been speculated that construction will either continue until the end of October or until December 1st. The original tender for the work was accepted it stated that work would be completed by the 25th of September assuming nothing went wrong and contingent on the weather conditions. Karen said that there is no penalty if the work is not complete by September 25th.

Steve said that at the weekly Streetscapes meeting – they proposed to shut the road down at 4pm- overnight for two days to repave the road. Steve is concerned that downtown businesses will be greatly effective – and some members expressed that it might be better to have the road closed in morning. So far it was only a proposal and it was discussed that the road would be repaved in sections and it is being done ideally to do a better job.

The construction crews have been making adjustments based on what happened on the other side of the street and since there is less work on the incomplete side it may take an estimated 2 months. They will be doing hydro, but they will not have to go through the foundations.

Joyce Eidt said at TD they are totally impressed with the work that has been done, and so are their customers – it needed to be done and it looks great. Jamie Hunemoerder brought up that the BIA had previously wanted to be a positive force during construction, complaining is not going to change the construction end date. While Nancy Dearing said that while the BIA doesn’t want the construction to end in December it is good that Steve, Paul & Joyce is firm as they are at these streetscape meetings that’s the only way we can keep them on track.

Snow Winter Celebration

Some members brought up the idea of having a celebration downtown at the end of the construction again. Kristen Sainsbury mentioned that the BIA should definitely promote and

celebrate that the downtown will be accessible and on the BIA website/twitter/facebook etc. and through the PCVA once construction is complete.

BIA Website / Facebook Page

Brent Schneider reported that the website was updated with event date corrections for the calendar and information provided by Mary-Katherine.

Kristen Sainsbury wanted to inform BIA membership about the new Perth County website www.opportunityliveshere.ca and that it has many different services like job boards, and online job fairs that may interest BIA members. These services are easy to use and is available for free.

Christmas Party/Gala Update

While the committee has discussed plans there is no new information about the planning progress.

Stratford Gazette – Sideroads Magazine

Julie Haefling from the Stratford Gazette asked the BIA members if they were interested in advertising again in the Fall/Winter edition of Sideroads Magazine. In the Spring/Summer issue Mitchell had two full pages and wanted to know if the BIA would be interested in taking the 4 Blocks of spots again for \$420 + hst. There were 22 businesses from Mitchell in the Spring/Summer Issue.

The Fall/Winter edition of Sideroads will be going out on October 29th and has circulation in Mitchell, Stratford, St. Marys, Sebringville, Shakespeare and Tavistock. The issues circulate to households and not businesses.

Costs for BIA members would be \$105 + hst for a single spot, \$195 + hst for a double spot, and \$275 + hst for a triple spot.

Brent Schneider was concerned that since the Stratford Gazette has changed from sending out their publications through Canada Post to private carriers the distribution in Mitchell has declined. Julie Haefling said that if you are not getting the Gazette and you are supposed to be, please call the Gazette as it should be going to every home in Mitchell.

Other members felt that it is important to grow the sale of the BIA Bucks and reach a larger audience outside of Mitchell. In order to do that members agreed to advertising in Sideroads Magazine.

Motion was made by Gus Evers for the BIA to continue purchase the 4 block advertisement spots in the Fall/Winter 2015 edition of Sideroads Magazine at \$420 + hst, offering BIA members a rate of \$105 + hst for a single spot, \$195 + hst for a double spot, and \$275 + hst for a triple spot.

Seconded by: Viola Tyler

Carried – 1 opposed

BIA Bucks advertisement Advocate

Steve Walkom brought up the topic of upcoming advertising options in the Mitchell Advocate. The first option would be to have an advertisement in the November 11th edition that would go out with the Pee-wee Hockey Tournament information with no blanket coverage. Or the second option which would have an advertisement go out on November 18th with the phone book and it would have blanket coverage (Mitchell & Seaforth). Members felt that the second option would be the best choice, but will bring it up at the next meeting to make a decision after Steve has Andy look into Advocate Online marketplace options for BIA members.

Mitchell Advocate Earlugs

Paul Wettlaufer brought to the attention of members that the original earlug agreement has expired and wanted to address if the BIA should continue to have weekly earlugs that provide construction updates and then can transition to BIA Christmas Bucks promotion.

Motion was made by Brent Schneider for the BIA to continue weekly earlugs with the Mitchell Advocate at \$50 +hst until the end of the year advertising construction updates and the Christmas BIA Bucks promotion.

Seconded by: Jamie Huenemoerder

Carried

Joyce TD Tree Days

Joyce Eidt brought up an upcoming event hosted by TD Bank, the TD Tree days will take place on Sunday Sept 27th from 9am-12pm at the Mitchell Natural Area (60 James St. – at the end of Georgina and James Street by the river). Anyone can come out and help with their families! Feel free to spread the word.

Business Breakfast

Karen wanted to remind membership that the Business Breakfast will be held on October 14th at 7am at the arena. David Scott will be the speaker at the event.

Mary-Katherine Leaving

Steve Walkom informed members that Mary-Katherine will be leaving her position at the BIA, as she has accepted a full time position with another organization. Cathy Bieman spoke with Steve and is able to carry on in a similar capacity until the end of the year. The BIA can then decide in the new year what they would like to do from there.

The BIA thanked Mary-Katherine and wished her all the best on her new endeavors.

Farmgate Dinner

Cathy Bieman wanted to let the BIA members know that on September 19th from 6-9pm at the Milverton Agri Centre the PCVA (Perth County Visitors Association) will be hosting a Farmgate Dinner which will feature local food (from farms that participated in the straw bale tour), local entertainment, and door prizes. Tickets are \$30, if members are interested give Cathy a call 519-603-3724.

Adjourned

Nancy made motion to have meeting adjourned at 7:21pm.

Next meeting: October 14th, 6:15pm at the Municipal Building