

**Mitchell BIA Minutes**  
**April 8, 2015**

**Attendance:** Steve Walkom, Joyce Eidt, Viola Tyler, Karen McLagan, Melissa McGoldrick, Nancy Dearing, Teresa Schoonderwoerd, Mary-Katherine Whelan, Doug Eidt, Cathy Bieman, Bert J. Vorstenbosch, Paul Wettlaufer, Cheri Bell, Valerie Davis, Gus Eyers, Sharon D'Arcey, and Julie Haefling.

**Call to order – 6:17pm**

**Business from the Minutes**

Members discussed a correction to be made in the March minutes about the Yard Sale Day advertising. Mary-Katherine will contact Dublin Cable TV, and CJCS to advertise the event and a boost on Facebook will be purchased and used to advertise the Yard Sale Day.

***Motion was made to amend the March 2015 minutes: Nancy Dearing***

***Seconded by: Teresa Schoonderwoerd***

***Carried***

***Motion was made for the Mitchell BIA to purchase a \$100 social media boost on Facebook to advertise the Yard Sale Day: Teresa Schoonderwoerd***

***Seconded by: Joyce Eidt***

***Carried***

**Financial**

Karen McLagen mentioned that two memberships this year were not renewed, and that she will hold off on sending out receipts until Steve contacts Brent about sending out the brochure/membership form Brent created to send out with receipts.

Members voiced concerns about mailing out these brochures to those businesses not already associate members who attended the Business Breakfast in October. Nancy Dearing said that she will find the letter that they previously used to solicit for associate members in the past and provide to Karen.

Sales of BIA dollars continues and one business used as BIA Dollars as a prize to celebrate special event. BIA Dollars can be purchased at the West Perth Municipal Office.

**Discussion**

**Snow Removal**

Steve has not heard back from two contractors since he first spoke to them in February. The topic should be readdressed at a future meeting.

**Sharon D'Arcey – North Perth Chamber of Commerce Business Awards Gala**

Sharon D'Arcey from the North Perth Chamber of Commerce came and spoke to the BIA Members about the event that the NPChamber puts on every year. Sharon stressed that it is important to

recognize the businesses in the community and that the Business Awards Gala that the North Perth Chamber puts on every year in October has slowly built up over time from an AGM (annual general meeting) to a gala and awards night format. For an event like this it will take momentum to get it going. Originally there were 4 awards given and now there are about 8 awards given out. The Chamber has done an awards gala since 2007 and they get about 180-200 people attend on average.

Sharon said that the businesses were judged on businesses type this past year, and that Judges are not businesses owners (but strong community leaders) and they remain anonymous to discourage any issues of bias. The judging has recently moved from hard copy forms to an online format. The North Perth Chamber worked with Conceptual Pathways in Stratford to setup an online submission format. The whole process starts on the first week of September and the actual gala is held mid October.

A call out for nominations for the awards categories are called out in the paper and radio, once the nominations are in they reach out to the businesses nominated to do a write up about their business and then the categories are judged. Sharon said that when creating questions for judging, they can be simple or broad – they use a 1 to 5 point system for judging categories.

When there are many businesses nominated there is a greater interest in coming to see the awards. The meal offered is now part of the evening and people really enjoy what is offered. The tickets for the Gala are \$60/Ticket and have increased slowly over the years from the original \$30/ticket. For the awards Sharon said that they find sponsors for all of the awards, which are etched glass and have the name of the sponsor on them. They change the format of the awards every so often to keep it interesting.

### **BIA Coordinator Position**

Cathy Bieman from the Perth County Visitors Association spoke to BIA Members about the consensus on whether the BIA is interested in hiring a coordinator once Mary-Katherine's contract is up at the end of May. Cathy offered to oversee the hiring and managing of the coordinator position and stressed that it was important to have someone in a permanent position rather than a short term contract depending on what the BIA wants and needs.

BIA Members discussed this and have \$6000 currently in the budget to hire a coordinator to work for up to 20 hrs a month at \$20/hr and review after 6 months if this structure is feasible. The PCVA will bill the BIA and if the coordinator works over 20 hrs a month the BIA will be billed accordingly.

***Motion made for the Mitchell BIA to work with the PCVA (Perth County Visitors Association) on hiring a coordinator for \$20/hr for 6 months for up to 20 hrs a month – which will be reviewed in 6 months. The Mitchell BIA will pay the PCVA, and the PCVA will send an invoice to the BIA for the payment of the coordinator position: Nancy Dearing***

***Seconded: Viola Tyler***

***Carried***

### **Julie Haefling – Sideroads Magazine**

Julie Haefling from Sideroads Magazine came to speak to BIA Members about advertising opportunities in the Summer issue which will be circulated on the 25<sup>th</sup> of May. She mentioned that last year the BIA purchased the Four Blocks of advertising (three ads across and one down) at a rate of \$105 for BIA Members and \$195 for non-members. Julie will take care of selling the spots, and the issue will include a

coupon book (\$309 to be in the coupon booklet if members are interested). Members agreed that it would be a good idea, and that to mention in the advertisement that BIA Bucks are available all year round at the West Perth Municipal Office, and that businesses should redeem BIA Bucks at the TD Bank in Mitchell. Julie will send a proof to Steve once drafted.

***Motion was made for the Mitchell BIA to purchase the same 4 Blocks of Advertising space in Crossroads Magazine as last year at \$474.16 + hst: Nancy Dearing  
Seconded by: Gus Evers  
Carried***

### **BIA Website / Facebook Page - Web traffic activity**

Mary-Katherine will email Brent about the website traffic statistics.

### **Streetscape Plan**

Joyce Eidt wanted to know how disruptive will the Streetscape Plan will be once work begins. Karen let BIA Members know that the tender has been put out and the last day is the 23<sup>rd</sup> of April. They should have the results on April 24<sup>th</sup> and construction has been planned to start in June and be completed by the end of August.

Construction will start on one side of the street and then work its way to the other side of the street, it will be up to the contactors to which side of the street to start on. There is supposed to be access maintained to businesses provided. More details will be made known at the April 24<sup>th</sup> Streetscape Meeting and information about the project will be presented at the next BIA meeting to let members know what is going on. Mary-Katherine will put it on the Agenda for next month.

BIA Members suggested putting an advertisement out in the paper letting visitors know that the town is open for business while construction is going on.

### **The Advocate**

Melissa McGoldrick verified the event dates on a banner ad that Andy Bader put together. It was confirmed that there is NO rib fest this year.

### **Parking/Water Issues**

Bert J. Vorstenbosch informed members that a new parking by-law was passed which was amended to include 2 hour parking on St. Andrew Street. In future he mentioned that business owners would appreciate a heads up on upcoming by-laws that would affect BIA members.

### **West Perth Clean Up Day**

Nancy brought up the topic of donating \$25 BIA Dollars to the West Perth Clean Up Day and given to organizer Patty Kale.

***Motion was made to donate \$25 BIA Dollars to West Perth Clean Up Day: Nancy Dearing  
Seconded By: Teresa Schoonderwoerd***

***Carried***

**Gala Award**

After hearing Sharon talk about the North Perth Chamber of Commerce Business Awards Gala, Cheri Bell brought up that she felt that combining the Christmas Party and a Business Awards would not marry well. Since the BIA is committed to taking over the Christmas Party it might make more sense instead of jumping into organizing a Business Awards Gala to introduce small recognition awards at the Christmas Party. For example 4-5 awards that aren't voted on, like recognizing the longest businesses in Mitchell – something that takes no judging (and not creating hard feelings).

Members discussed that it would be a good idea to reassess the format and get the ball rolling – to start small and then maybe take on a gala type event the following year and slowly make the transition. Members also discussed inviting businesses to come – present owners free plate, but have guests pay. The idea of having an awards gala should be about improving the image of the BIA and making them more visible in the community. Doug Eidt mentioned that there would be the possibility of getting more associate members from businesses invited to the party.

Mary-Katherine will put this topic on the agenda to continue the discussion at the next meeting.

***Joyce Eidt made motion to have meeting adjourned at 7:41pm***

**Next meeting: May 13, 2015**