

Mitchell BIA Minutes August 10,2016

Hicks Café – 6:15PM

Meeting called to order at 6:18PM.

A conflict in the minutes was brought up, Brent Schneider was not included in the attendance, although he was at the meeting.

Motion to amend conflict of minutes, **passed** by Gus Eyers, **seconded** by Viola Tyler.

Budget- no conflict

Passport- Brent sent an e-mail to Cable TV as well as the Municipal Digital sign, asking to have the passport advertised. A Press Release was written by Brent Schneider and sent to Andy Bader. Andy said that it was too late to put in this week's paper, but will be put in for the following week. It was decided that because of this, we would extend the deadline to August 31, to allow time for the public to respond after the Press Release is printed. Brent also sent the information to the Beacon Herald to see if they would also be willing to put the Press Release to print. Brent printed 200 more passports, and Jamie went and handed out the passports to the remaining stores. Brent wrote an e-mail to Mark Moore asking for permission to hand out another 200 passports in the Drive Thru Window, to which Mark agreed. Brent said there have been many hashtags submitted.

BIA Bucks- Because Joyce Eidt was not present it was decided that the discussion on Christmas BIA Bucks would be held off until the next meeting.

Christmas Gala- It was decided that the theme for the Christmas Gala would be open for suggestion from other BIA Members. The members talked about making it a BIA Exclusive Event, but decided for number proposes that it would not be a good idea. Brent made a comment about how he did not feel the prizes were adequate last year. It was suggested that the prizes be discussed at a later date. The members discussed a few options for themes including

- 5, 10, 25 Year
- Customer Service Awards
- New Start Up
- Staff Recognition/Achievement Awards
- Long Term Business
- Young Entrepreneurs
- Various Categories

Opportunity Lives Here- Lisa Tubb has been out getting updated information from all of the businesses in West Perth. If anyone has not spoken with her please get a hold of her to get your listings updated.

Meredith sent out a Newsletter which has been forwarded to all of the BIA Members.

Big changes in Tourism, Perth County Visitors Association is merging, they are going to transfer to self-serve kiosks for visitors. As of January 1, 2017, Cathy Bieman will work for Perth County.

Burt expressed concern in how this will affect how Jamie gets paid as Secretary, what does this mean for other businesses, and wants to know what impact this is going to have on the BIA.

Brent voiced concern for the Visitors Guide because the BIA advertised a full two page ad, and we were informed that the Visitors Guide would stay the same.

Wicked Ride- Looking for Silver Sponsorship for \$450.00. This sponsorship costs 350.00 in cash and \$100.00 in BIA Bucks. Phil asked what they use the money for, and because no one that was on the organization was present, the answer and inconclusive. The discussion concluded that we would be an Affiliate Sponsor at \$100.00 cash and \$50.00 in BIA Bucks.

Motion made to sponsor as Affiliate Member and pay \$50.00 in cheque and \$100.00, **passed** by Brent Schneider and **seconded** by Phil Heitz.

Lisa Tubb Update- Lisa has been contacting all of the Businesses in West Perth. She has been working to update the current directory, and also trying to address youth retention in Perth County. She has been exploring and expanding awareness of **opportunityliveshere.ca**, as well as making businesses aware of the BusinessOne Survey coming soon.

As of August 8, Lisa has officially contacted all businesses in West Perth, either in person or by phone. Lisa has written a story for the Perth County Newsletter, covering Hicks Café and Goettler's Fine Furniture, and has also been doing a photo inventory of West Perth. Lisa's official last day will be August 26.

Tim Hortons Sign- Snyders Graphics would like the Cheques for the Tim Hortons sign to be made out to Snyders Graphics. The cost of the sign is \$60.00 plus tax. The total after taxes is \$67.80.

Burt Vorstenbach is going to make it his responsibility to collect these cheques. Please send the cheques so Burt or The Municipal Offices.

Breanne Stafford, Business Analyst and Investment Manager from Perth Community Future Development, along with Holly Mortimer, Business Advisor from Stratford Perth Center For Business are going to make a presentation at September's meeting. This presentation will be to inform all of the members what services are available to Business and Owners alike.

Website Protection Conflict- Brent was questioned about the amount owed for the protection of the website when it was hacked, as well he was asked if the security was included in the monthly amount. Brent informed us that the ninety six dollars and five cents (\$96.05) per month is for the hosting of the website and daily changes that are made on the website, the security of the website is not included within the monthly amount. There were free firewalls and anti-virus programs downloaded to help with protection, but there was never any external safety included. The Four Hundred Forty Dollars (\$440.00) was for the original cleaning and the six month contract to scan, clean, and firewall the website.

Agreed in the minutes with pretty wings was a contract for the website hosting at Seventy Five Dollars (\$75.00) per month, plus a Twenty Dollar (\$20.00) Mobile Fee so that the website was mobile friendly. Brent combined the two payments when he became responsible for the Website Hosting. Brent was never paid for the website, and is going to look into the original invoice to see when he took over the BIA Website Hosting.

Brent has a letterhead made up with a combination of the BIA and the Walk with the Heron Logo. This logo will be used in all letterheads regarding to BIA. Brent is going to send this letterhead to [info@mitchellbia.com](mailto:info@mitchellbia.com) so that it is accessible for use.

Jamie brought up the purchase of a laptop for the BIA. She feels it is within the best interest for the BIA, therefore when someone is not present or something needs to be found, it will all be within one spot. She was asked to put into the minutes, this way it can be put in the agenda for September.

Burt asked, before the meeting was adjourned; "If you could change one thing about the downtown what would it be?"

The answers were as follows:

- Prominent Canadian Flags
- BIA Flags
- Clean up buildings
- Brighter Flowers
- More Benches
- Fix wayward signs

It was mentioned that maybe the BIA should be doing a monthly write up for the Mitchell Advocate. Burt is going to write something up and submit it to Andy.

Ken Faust off Street Parking- Ken Faust put up parking barriers between the Hicks House and the Car Wash. This has proven to be a huge nuisance to the general public, and has made it very dangerous for pedestrians and vehicles alike while exiting onto Ontario Rd. Unfortunately there is nothing that can be done about this, it was brought forward to the Police, EMS, as well as Fire and the CAO. There were many different avenues looked into for this to be changed, but it is privately owned, so therefore will remain the same.

Meeting adjourned at 7:23PM by Heather Bennewies

Next meeting is September 7 @ 6:15PM at town hall