

BIA Minutes

December 14, 2016 @ 6:15PM

Council Chambers-p Municipal Building

Attendance: Viola Tyler, Joyce Eidt, Doug Eidt, John Huenemoerder, Gordon Diver, Teresa Schoonderwoerd, Bert Vorstenbosch, Jeff Brick, Coralee Foster, Brent Schneider.

Errors or Omissions –

There were no errors or omissions from November minutes.

Motion

A motion was made to approve the minutes from November meeting. Motion made by Doug Eidt, seconded by Gordon Diver.

Carried Unanimously

Budget-

Came into 2016 with a surplus of Two Thousand Eight Hundred Forty Four Dollars (\$2844.00), came into December 2016 with a surplus of Three Thousand Two Hundred Ninety Nine Dollars (\$3299.99). Someone asked if the Impressions amount was for an advertising package?

Outstanding Invoices-

Outstanding invoice for Staffing. Outstanding amount is Eight Hundred Ninety Two Dollars and Sixty Cents.

Motion

Motion made to pay outstanding Secretary Amount of Eight Hundred Ninety Two Dollars and Sixty Cents (\$892.60). Motion made by Joyce Eidt, seconded by Viola Tyler.

Carried Unanimously

Outstanding invoice for Schneider's Computing for Monthly Web Site Fees. Outstanding amount is Ninety Six Dollars and Five Cents.

Motion

Motion made to pay monthly outstanding invoice for Schneider's Computing & Websites for Ninety Six Dollars and Five Cents (\$96.05). Motion made by Doug Eidt, seconded by Gordon Diver.

Carried Unanimously.

Governance –

A letter titled "Introduction to BIA" went around. This is a point form list of the information communicated in the BIA Handbook. We had a discussion about how the BIA needs to use the networks and organizations available to them to help organize and create larger and stronger unities. We talked about the businesses that are not active at our meetings, and discussed various ways that we could get them involved. It was decided that the employee that was hired would need to make a street presence known. It will be an important part of their position to make sure that there is a constant contact that is invested in the growth of the BIA. Some of the members feel that their needs to be an increased sense of unity instead of working against each other.

Essentially, all of the miscommunication looks bad on us as an organization, so it is important for us to fix the communication issues.

We need to get our bylaws and committees organized so that we can work together and find various ways to engage our members. We need to work out how our bylaws operate. We operate as a committee under municipality, and at this point are just doing our best to operate.

The last time that council appointed a Board of Directors was in January of 2006, and there was never another board appointed afterward.

We decided that we would commit to what we are doing at the current time, until a new Board is formed. We agreed to follow our bylaw as best possible, and for an interim committee to organize an Annual General Meeting. We will be looking into the first part of March for our AGM.

We will need to confirm all of our memberships in January, and inform both owners and tenants of our AGM. (The AGM will have budget approval, we will identify sub-committees, vote on board of management)

After our Board of management is created we will create marketing plans, our strategic plan, events, and choose a chair.

Our workplan is flexible, and can be reviewed at any time

- 1) Create a strategic Plan (Vicki will help us to define our purpose), work on our branding, and create policies for board meetings.
- 2) Update our Bylaw
- 3) Create Procedures and Define Various Roles within the BIA
- 4) Update Policies and Code of Conduct
- 5) Update Policies around Staff Management and Training
- 6) Insurance for Board Members.

Secretary Position-

Jeff explored our different staffing options available, after assessment he discovered that the BIA is clearly in need of staffing support, and it has already been put into the budget. We have always come across the problem that we do not have enough staff support as needed, and there is a lot of work that needs to be done if someone is willing to commit.

The BIA needs staff for minutes, agendas, Emails, Social Media and Website Maintenance, frontline foot service, actual street presence, coordination of events and programs, making contacts and having a presence on behalf of the BIA at various events. It would also be very helpful if this person was connected with the community, and someone who understands BIA legislation.

The Municipality is willing to help where and when it can, by things like taking minutes when needed. It is hard for the staff member to have a conversation with the members and take minutes at the same time.

We will keep Jamie Huenemoerder on staff while we continue to figure out our governance. We will keep Jamie as a contracted worker, she will invoice the BIA monthly, using a spreadsheet template.

Looked into various ways of contracting or putting her on payroll, and found easiest way is to contract the service out, and pay an invoice.

Moving forward the Municipality will be using E-Solutions for the municipal website. The municipality has extended an invitation to the BIA, it is an option that the BIA could branch off the municipal website. This being said, the municipality would be responsible for updating the website, as they would not like the password to go out to non-staff members.

Motion

Motion to carry forward with the concept of a contractor at \$20.00 hour, paid monthly. Municipality will pay WSIB and invoice back to BIA the 2.88% charge. Motion made by Viola Tyler, seconded by Brent Schneider.

Carried Unanimously

Brent offered up the option that the secretary could use a desk that is available at Schneider's Computing free of charge. This would allow communication and website updates to the website to be exchanged easier.

OBIAA Membership-

The topic of Ontario Business Improvement Area Association (OBIAA) membership came up. This was an idea that was brought forward a couple years ago. After the governance workshop, some of the members felt that it would be a benefit to us if we utilized this network. Being a members will give us access to the National Conference, which is being held in Toronto this year in May. There is also training and mentorship programs as well as an internet portal which we will have access to. This will help in the growth and understanding of a BIA and where we should be at this point in time, and how we are progressing compared to other BIA's.

Motion

Motion to pay OBIAA Annual Membership Two Hundred Thirty Nine Dollars and Eighty Four Cents (\$239.84). Motion made by Brent Schneider, seconded by Doug Eidt.

Carried Unanimously

Christmas Street Party Update-

We experienced some major issues, as well as feedback from our Christmas Street Party. Last year the event was very well attended. It was suggested maybe this was because the construction had just been completed and everyone was anxious to see. Some of the members said that a couple of the businesses thought that it was actually the week prior, they ended up staying open the week before. Some people said that they were gone, it did end up being on the same weekend as Black Friday, and lots of local women travel out of town.

It was highly suggested that we consider working with the Lion's Club next year, to coincide this Christmas Party with the Christmas Parade, drawing off the parade crowd.

A member asked if it would be possible to send out the Passports for the events sooner. People were complaining about not getting them, and merchants were complaining about not having stickers. Gord assured the members that this issue did actually come up prior to the meeting, and was spoken about internally.

The Mitchell Legion Band ended up coming out to the event. It was suggested that they were given a donation for their time.

Motion

Motion made to donate to the Mitchell Legion Band One Hundred Dollars. Motion made by Doug Eidt, seconded by Joyce Eidt.

Carried Unanimously

Christmas Party –

There is an outstanding balance for the centerpieces. Not 100% sure what the amount owing is, we will revisit in January. The event this year was not well attended, but was thrown together last minute.

There were businesses that were not contacted, or not contacted early enough.

The BIA recognized three businesses that had been in the same Family name for 70+ years. The recipients were awarded a certificate from the Municipality, as well as a lawn decoration that was made for West Perth for our 150 Year Celebration. The recipients were very overwhelmed, and overall the event was a success.

The only feedback that was received, someone commented that there was no Christmas music played.

Website-

Brent informed us that we are currently working off of a content management system, this allows for easy training for staff, making it very easy for others to update. Brent is thinking that it would be a benefit to train the BIA staff on this, so that we can work together more easily to keep the content up to date.

Because our security was altered this year, we were forced to look into security. We did decide to take out a contract for security this year. Brent is suggesting that we take out a 12 month contract for security. This will allow us daily scans and fixes, and also an extra firewall on our website.

We discussed our options, going forward we decided that we would take out the contract. Even if we do go with the municipal option for our website, it will still be cheaper to extend the contract, than go on a month by month basis.

Motion

Motion to pay 12 month Security Contract with Brent for our BIA website at Forty Dollars (\$40.00) per month. Motion made by Doug Eidt, seconded by Viola Tyler.

Carried Unanimously

Additions-

Tents-

Teresa Schoonderwoerd had mentioned that the BIA tents have been stored out at Wighty's for the last two or three years, she was wondering if there would be a more appropriate spot for them. After slight discussion, it makes the most sense to store all of the BIA event supplies together, so going forward, the tents will be stored at the Municipal Building. You can access the tents by calling the Municipal Building and making arrangements.

With the closing of the PCVA, this also brought forward an opportunity to purchase two more tents, at a really good price. The PCVA has two 10X10 tents, that they are looking to sell for \$500.00 each.

Motion

Motion made to purchase two (2), black 10X10 Tents for \$500.00 each. Motion made by Viola Tyler, seconded by John Huenemoerder.

Carried Unanimously

Website-

Jeff Brick made a proposition to the BIA for a new website idea. The municipality will be transitioning their website to E-solutions. As a branch of council, we can fall under the municipal website. It is anticipated that there will be a unique landing page for services, and we would fall under that umbrella. If the BIA is interested, this will come at a cost of Fifteen Thousand Dollars (\$15000.00) and Five Hundred Dollars (\$500.00) for maintenance, but this does include security. (At the current time we pay Schneider's Computing Ninety Six Dollars and Five cents. This coming January there will also be an extra Forty Dollars (\$40.00) plus tax for security. This will make our website cost One Thousand Six Hundred and Ninety Five Dollars (\$1695.00) annually.

Welcome Package-

With the opening of two new businesses, it has been brought to our attention that the BIA needs some form of Welcome Package for new businesses. Jamie will look into other municipalities to see what they are doing for this issue.

Events-

We will be looking into the previous events that the BIA has been a part of, look into contacts for the other service groups. This will help with our strategic planning, as it has been highly suggested that events are a large part of this planning.

PCVA 2017 Guide-

It was brought to our attention that the PCVA along with the County of Perth will not be doing a Visitors Guide for 2017.

Annual General Meeting

Committee will consist of Gord Diver, and Jamie Huenemoerder. The meeting will be held in the beginning of March.

In the New Year, much work will be done with creating a unity between the BIA and the Business owners. We will be working closely with the other organizations to make sure that our community is thriving, and that we are continuing to grow.

Meeting Adjourned @ 8:10PM