

Mitchell BIA Minutes
May 11, 2016– 6:15pm
West Perth Municipal Building – Council Chambers

1. In Attendance: Teresa Schoonderwoerd, Brent Schneider, Doug Eidt, Melissa McGoldrick, Joyce C. Eidt, Viola Tyler, Jamie Huenemoerder, Bert Vorstenbosch , Jeff Brick, Alisha Reese, Cathy Bieman, Gus Eyers, Steve Walkom, Meredith Forget.

2. Call to order:

6:15 PM Bert Vorstenbosch agreed to continue to act as Interim Chair.

3. Approval of minutes from April 13, 2016 meeting

Moved by Bert Vorstenbosch
That the Minutes of the April 13, 2016 meeting of the Mitchell BIA be approved as Amended.
Seconded by: Melissa McGoldrick
Carried

4. Conflict of Interest

None declared

5. Financial

A financial report was available and reviewed. No questions were asked.

6. Discussion

List of updated BIA members to be e-mailed to Alisha Reese by Jeff Brick and then disturbed through e-mail to update members and other businesses that offer promotions for BIA members only.

Food truck bylaw is in place and a copy is attached to these minutes. The bylaw is called the Hawkers and Peddlers bylaw. This is attached to give everyone knowledge of the law and avoid any issues next year with the 150 year celebration events going on and any interest that may occur. Concerns were brought up about having the food vendors be a local business, as of right now there is no condition on where the business is from.

West Perth Council approved the Road Closure Request for the Forbidden Ride at their May 9, 2016 meeting. A new booklet on Planning Accessible Events is available from the Ontario Accessibility Directorate – this booklet should be reviewed and considered when events are being planned. Jeff agreed to send the information to Alisha to be forwarded to the BIA mailing list.

Jeff advised that funding from Canada Summer Jobs was received for the Economic Development / Public Administration Summer Student. The position will be recruited over the next couple of weeks

and the student will be working for July and August. The student will be focusing mainly on economic development projects but support can also be provided to the BIA on an as needed basis.

Update on activities

Alisha Reese presented her activity report, which is attached to the minutes. In the report she had an introduction to some of the BIA members with Bert Vorstenbosch. They handed out letters reminding business members about the Street Party, the Forbidden Ride and also introducing Alisha Reese as secretary for the Mitchell BIA. Alisha Reese also proposed doing a quarterly newsletter using the PCVA constant contact template featuring local BIA business sales, events and information on services provided by our members. Also creating a Instagram account to connect with the BIA Mitchell facebook and twitter accounts, for more of a social media presence. Also Alisha will be in Mitchell the 2nd and 4th Wednesday of the month to complete these tasks and help the BIA move forward.

Advertising update

Melissa circulated a digital marketing report for review by the committee regarding Banner Display campaigns for the garage sale. She highlighted the following: impressions and retargeting.

Melissa also suggested that we have 2 and half weeks left of this campaign, she was notified by the campaign manager that they are going to spend more time retargeting people. Melissa made the suggestion of changing the banner to promote the Street Party which will in turn give more accurate tracking of the audience and the demographics as well.

We will be changing advertising to Streetscape and will still have some information on the garage sale for the last 2 and half weeks of the campaign. The campaign ends May 27th. Melissa had suggested in June an advertising campaign for a Shop local to coincide with the Perth Chrysler dealership Shop local Mitchell advertisement in the Beacon Harold.

Regarding the advertising on cable and the digital sign, Jamie is going to ask Nancy to get ask them to place the free advertisement on cable TV. Cathy will ask Christine Baker to insert the info about the street party and Garage Sale on the digital sign.

Jeff Brick is trying to get banners and planters ready for street party, not sure if this will happen on time but there is effort in trying to get this completed in time.

Street Party Updates

Coupon Book/Passport

Michelle is a graphic designer that is going to be handling the design of the coupon book. Teresa, Viola, Brent and Jamie are meeting on Saturday at 9am for a meeting on design-information, pick up and drop off locations. Some suggested drop off and pick up locations are local businesses in and around Mitchell/Perth also at the visitors centre and advertising through social media and local businesses. The

prize for the end of the coupon/passport booklet \$500 from BIA in gift certificate, there will be consideration in doing a booklet more often depending on success rate.

Motion was made by: Bert Vorstenbosch

That a \$500 BIA gift certificate prize be awarded to the person that completes the passport book by August 20, 2016, the winner will be chosen by random.

Second by: Teresa Schoonderwoerd

Carried

Entertainment

Gus is going to set up some hockey net targets and have a radar gun to track how fast the shot are. Bogo the clown has been booked from 5-8pm and we will also have the popcorn machine and cotton candy machine as well. Jamie is going to ask Jackie to face paint for more entertainment.

Food

Tim Hortons will be hosting a coffee and tea stand. Setup was discussed about where to have them set up, possibly by a closed business, Brent is finalizing a location this week. The Mitchell legion will be having bacon sliders. The Mitchell BIA is going to be purchasing a popcorn and cotton candy machine for this event but it will be available for other BIA businesses to use for future events, with rental fees (i.e. damage fee). The budget has been set at \$1000.00 before taxes and will include both machines and supplies for our first use. The BIA will store the machines at the municipality depending on availability.

Motioned was made by: Brent Schneider

To purchases a popcorn machine and a cotton candy machine, with ingredients for the street party event for \$1000 before taxes.

Seconded by: Teresa Schoonderwoerd

Carried

Further research into costing and product that is available turned into being more than what was agreed upon. This was presented to the BIA members that attended the May. 11th meeting and it was agreed to expand the budget to cover the costs. Please see attachment for more information regarding this.

Forbidden Ride Update

The Forbidden Ride will be coinciding with the Street Party on Friday May 27th. We will also be holding a show and shine with streets being closed off at 4pm. Alisha went to these businesses and informed them of the street closing and moving their car's to allow for the show and shine event to take place. There will be a DJ for entrainment and the Monkton Lions Club will be hosting a BBQ by donations.

Tim Horton's Advertising Offer

Tim Horton's has agreed to an advertising sign in their drive-thru featuring one BIA business/ associate per day. The BIA sign is going to be designed by Snyder's Graphics. Snyder's Graphics can create signs for BIA members and associates creating a unique but unified look for each business. The price that was talked about at the meeting regarding signage will be between \$40-\$100 +HST per business. Alisha will be contacting all the BIA members and associates about this opportunity and will report back at the next meeting with names of who is interested.

The members in attendance at the May 11, 2016 meeting were sent an e-mail regarding layout changes that allow two businesses to be featured a day or have a space for special BIA events (i.e. Streetscape). The members in attendance were then electronically polled to reevaluate the new layout. The results of the poll determined that we will be going ahead with revised layout plan. A further break down of the proposal is attached, accompanying the cotton candy/popcorn budget.

Streetscape Committee Meeting

There will be a Streetscape Committee Meeting on June 15, 2016 to discuss concerns, feedback and questions regarding the Streetscape project. The meeting will highlight the safety enhancements that are provided and again reinforce that while the bump outs shorten the distance for pedestrians to cross Ontario Road, they do in all cases need to stop and only proceed to cross when it is safe to do so. BIA Members are encouraged to provide any positive/constructive feedback to Jeff Brick before the June 15th meeting. Canada and West Perth Heron flags will be placed along the downtown core, Jeff is looking into the possibility of adding the Mitchell BIA website to the flags for next year.

Mitchell BIA By-Law and Governance (defer)

6.) Additions

Alisha Reese's schedule for the BIA will be every second Wednesday for 8 hours a day. She will work out of the municipal office. The other weeks Alisha will continue to work 3 to 4 hours a week on Mitchell BIA projects including but not limited to the newsletter, social media and answering emails. If you need to contact Alisha her direct email is aresse.visitperth@gmail.com and her number is 519 949 4998.

7.) Adjourn

Motion was made by: Jamie Huenemoerder to adjourn the meeting 7:46pm.