

Mitchell BIA Minutes
January 13th, 2015
West Perth Municipal Building

Joyce Eidt, Bert Vorstenbosch, Paul Wettlaufer, Viola Tyler, Nancy Dearing, Doug Eidt, Melissa McGoldrick, Steve Walkom, Jeff Brick, Karen McLagan

Call to Order: 6:15 p.m.

Approval of Minutes December

Motion was made to accept the December minutes by Joyce Eidt.

Seconded by Melissa McGoldrick

Carried.

Conflict of Interest – None declared

Financials

Budget Update – Karen McLagan

Review of the financials for the year to day show revenues of \$22,442, expenses of \$22,528, leaving a deficit of \$86 which will be financed from reserves. There are a few outstanding items from the Business Christmas Dinner and advertising expenditures. A refund of \$60 to be issued to Scotiabank.

Garage Sale Day

Date will be May 28. A boost for the event would be very effective.

Advertising Proposal from Mitchell Advocate

Melissa McGoldrick presented the Advocate's Target Marketing Plan for Mitchell Downtown Businesses. She recommended that the Mitchell BIA choose the desktop targeted display ad impressions 19,166 imp for the Stratford/Mitchell/Seaforth/Clinton/Goderich area with 10,000 Mobile Display Ad Impressions at a cost of \$350 plus HST. In addition, there are the paper ads for the Rec & Leisure Guide, Optimist Music Festival, Garage Sales, Mitchell Hawks, BIA Bucks, and the Gift Guide, plus the front page earlug ad to consider. The advertising proposal will be circulated to the membership and a decision made at the Feb 10 meeting.

Associate Membership

Motion to set the Associate Membership fee at \$125, and \$100 for Non-profits by Nancy Dearing

Seconded by Viola Tyler

Carried

Reserve Funds

Suggestions for consideration:

Canada Celebrates 150

Christmas decorations, garlands – forward catalogues to Viola Tyler, and she will research

New event – ie Spring Fling/Street Party

Christmas BIA Bucks

Joyce Eidt reported that 3,724 BIA Bucks were sold. 3,188 have been redeemed, 536 are outstanding. January 31, 2016 is the last day for redeeming BIA Bucks at the retail level. In 2014, 3,159 BIA bucks

were sold, and 2015 sales increased by 18%. Many people were waiting for the opening of the campaign, and many new clients made use of the bucks in 2015. Word-of-mouth advertising was effective. The draw based on the redeemed bucks will be held at the next BIA meeting on Feb. 10

Other Business

West Perth Activities

Jeff Brick reported that the next Canada 150 meeting will be Jan 20, 7:00 p.m. at the Friendship Centre. There will be a series of events to attract people to the community, and the main event to be held July 1. There will be opportunities for the BIA to participate, and to encourage business in the area.

Chair

Steve Walkom explained that he has chaired the BIA since its inception in 2009, and announced his intention to step down as Chair. He would participate as an active member.

*Meeting was adjourned at 7:35 p.m. by Joyce Eidt.
Seconded by Paul Wettlaufer*

Our next BIA meeting is February 10, 2016.