

Mitchell BIA Minutes
March 11, 2015

Attendance: Jamie Huenemoerder, Coralee Foster, Steve Walkom, Joyce Eidt, Viola Tyler, Bret Schneider, Karen McLagan, Melissa McGoldrick, Gus Eyers, Nancy Dearing, Teresa Schoonderwoerd, Mary-Katherine Whelan, Doug Eidt, Cathy Bieman, Bert J. Vorstenbosch

Call to order – 6:19 pm

Business from the Minutes

Motion was made by Joyce Eidt to approve the minutes from the February 11th, 2015 meeting.

Seconded by: Doug Eidt

Carried

Conflict of Interest - None Declared

Financial

Karen McLagen let members know that the Mitchell BIA associate members have been billed as of March 11th, 2015. She also provided an updated budget.

BIA Christsmas Bucks

Joyce Eidt passed around breakdown of BIA Christmas bucks for members to look at. Please see attachment for a copy of this breakdown.

Discussion

Snap Perth

Chris Parson from snapd Perth did a brief presentation about advertising opportunities for BIA members with snapd Perth. He explained that one of out of 300 events submitted to the snapd Perth website for the month of February were from West Perth and he encouraged the BIA members to submit their events to the website (which is free to do), if the events are submitted to the website by the 21st of the month the events will be printed in the next edition of snapd for free and will be posted on both twitter and facebook 24 hours before the event is to take place.

Chris stressed that snapd Perth is %100 local and positive coverage, reaching 30,000+ readers across ALL of Perth County with 2000 copies distributed in West Perth. Event coverage by snapd is also free, as well as the snaptix ticketing service offered on their website. If BIA members are interested (8-10 businesses in West Perth) in advertising in the print edition of snapd the cost is \$130/month for a 3x3 colour advertisement and could also highlight the BIA, and Chris stated that snapd could highlight a BIA member for free as well.

Chris will send Mary-Katherine and Steve more information about this offer which will be forwarded to the BIA members. If interested in this offer please contact snapd Perth at 519.393.5282 or

info@snapperth.com. Mary-Katherine will post the listing of West Perth events on the snapd Perth calendar.

Snow Removal

Steve Walkom talked to Mike Kraemer, Operations manager for the Municipality of West Perth who said that he could remove the snow for an extra fee. Steve has also spoken with Pat Tschudi from Tree Tech and Ron Dixon and they discussed the merits of snow removal per cost vs. an annual fee – Steve is waiting for their proposals and will update the BIA members when they are received. The idea would be that snow removal wouldn't start until November and that it could be a large fee to have it removed.

Jamie Huenemoerder brought up the discussion of weather it was fair for the associate members not on main street to contribute to the cost of the snow removal, and if it would make more sense to put boxes of salt out instead. Nancy Dearing mentioned that the West Perth By-Law officers should be addressing those businesses that are not shovelling the sidewalk more regularly.

Parking

BIA members discussed the new parking by-law. Bert J. Vorstenbosch was concerned about any modifications made to the by-law be made known to residents of West Perth prior to being passed by council. Currently a new parking by-law has not been passed.

Some members are frustrated and felt that they shouldn't have to continually call in parking by-law infractions and that the By-Law officer should be more proactive with issuing tickets and possibly check for snow removal by-law infractions at the same time. Karen mentioned that she will bring it up to the By-Law officer at the next staff meeting.

Business Awards

Jamie Huenemoerder is to meet with Perth Community Futures about Stratford Gala and gather information that could help setup/organize the Mitchell BIA planned Business Awards Gala. Cathy Bieman mentioned that Jamie should speak with Sharon Darcy at the North Perth Chamber of Commerce about their gala they do every year. Members expressed interest in having Sharon come speak at the next BIA meeting, and Cathy said she would speak to Sharon about coming to the next meeting.

Garage Sale Day – May 23rd

Garage Sale Day was confirmed by all members for the 23rd of May. Steve Walkom discussed with members if the same promotions (Dublin Cable TV, CJCS, Boost on facebook) should be done again this year. A consensus was not reached and Mary-Katherine will log the event on the snapd website.

BIA Advertisement for Perth County Travel and Tour Guide

Cathy Bieman presented the BIA advertisement for the Perth County Travel and Tour Guide for the member's approval. Some minor changes were suggested, and Cathy will send out the revised advertisement to Steve for final approval.

Brochure

Brent created a brochure, but it was not sent out with the invoices for associate members. It was suggested to send the brochures out with a receipt. Brent will send the brochure to Paul Wettlaufer and Steve Walkom for final approval. Members discussed the idea of sending it out to service clubs, and maybe having Mary-Katherine canvas service clubs in their interest in becoming associate members.

Website Statistics

Brent Schneider said that the new redesigned website has had 24,000 hits – which had jumped considerably after the online advertisements on the Mitchell advocate website boosted traffic on the BIA website.

NHK Hockey Playoff Pool

Jamie Huenemoerder and Gus Eysers brought up their idea of having a playoff pool as a fundraiser for putting money towards public skating for the town (unrelated as a BIA event). It would cost \$5 to pick ten players and a chance to win prizes.

Mitchell Minor Hockey 60th Annual Pee-wee Hockey Tournament - Montreal Comediennes Alumni Game

Gus Eysers announced to BIA members that Mitchell Minor Hockey has arranged to have the Montreal Canadian Alumni to play a game the Sunday before the championship Pee-wee game and get them to stay on for the Mitchell Hawks pig tail dinner. A letter was sent out to Rogers to see if it can be arranged to bring Home Town Hockey to Mitchell that weekend (November 13-15). Gus expressed the need for volunteers for this event, as there are plans to have a concert, food and a tent outside the arena. They should be hearing back from Rogers in about 6-8 weeks.

Forbidden Ride

Teresa Schoonderwoerd discussed the Forbidden Ride with members. This years event will be bigger and better: the Lions have been asked about cooking a meal, there will be the launching of the Biker Awareness Campaign (which will involve a realistic fake accident and the presence of Police, EMS and Firemen), and there will be a show n' shine as well. Teresa asked if the BIA would consider being a sponsor for the Forbidden Ride this year. Members discussed this and agreed to be a silver package sponsor (\$350 plus \$100 in BIA bucks).

Motion made for the Mitchell BIA to purchase the silver level sponsorship package \$350 plus \$100 in BIA Bucks for the Forbidden Ride: Bert J. Vorstenbosch

Seconded: Nancy Dearing

Carried

Teresa Schoonderwoerd made motion to have meeting adjourned at 7:33pm

Next meeting: April 8, 2015