

Mitchell BIA Minutes November 9,2016

Mitchell Council Chambers – Municipal Building – 6:15PM

Call to order at 6:19

Attendance: Viola Tyler, Meredith Forget, Doug Eidt, Brent Schneider, Gordon Diver, Steve Walkom, Paul Wettlaufer, Teresa Schoonderwoerd, Joyce Eidt, Jeff Brick, Bert Vorstenbosch, Heather Bennewies.

Hours from last month. Motion from Heather Bennewies, second Gord Diver.

Budget- The invoice for the 2016 Perth County Visitors Guide was just paid the first week in November. The amount was approved last November.

Passport- Amanda Linton won the Summer Passport. Bert is going to pick up the money and give it to Brent. Brent will then get a hold of Amanda and get a picture of her with her winnings so that we can post it on our social media outlets.

Question- What does downtown need right now:

- More retail stores (people are leaving to go to other place)
- more activity downtown
- downtown is looking dirty ex. butt stops
- more business interaction
- more places to eat

Perth County Visitors Association- Meredith informed us that she would give us an update next month. There is nothing much to be updated at this point in time. As of November 21, the gazebo from Shakespeare will be arriving back in Mitchell. The permits were just gathered for its whereabouts.

Governance Workshop- 29 people registered. Kay Matthews will be available to speak with us. There will also be other municipalities joining us.

Social Media Workshop- Social media workshop went well. There were approximately 15 people in attendance. The topic was Facebook. There is a second training session, to be scheduled for the New Year, this time covering Twitter.

BIA Bucks Update- BIA bucks started on sale Monday November 7, and are going well.

Street Party – Reindeer and Santa have both been booked. The Reindeer will cost \$600.00 plus HST. There will be a \$100.00 donation made to Santa, the Hundred Dollars will be donated in BIA Bucks.

Motion made to pay Reindeer Six Hundred Seventy Eight Dollars (\$678.00). **Motion** made by Steve Walkom, **seconded** by Viola Tyler.

Motion made to pay Santa One Hundred Dollars (\$100.00) in BIA Bucks by Steve Walkom, seconded by Heather Bennewies.

There will be a Passport in the Mitchell Advocate, the participants must collect stickers from merchants to qualify, and have the passport dropped off by 11:00AM, on Saturday, November 26. Steve will draw two prizes of One Hundred Dollars (\$100.00) and one prize of Fifty Dollars (\$50.00).

Motion to do Christmas Passport for \$250.00 worth of prizes made by Steve Walkom, **seconded** by Doug Eidt.

Anyone who ordered Cedar Roping from Valu Mart is welcome to pick it up any day after Friday.

Christmas Gala- Invites have been emailed to BIA Members, also Brent will put on the website, and Jamie will put on Social Media. Viola will finish the poster, and then it can be distributed. Dustin Smith will be providing the music

Perth County Visitors Guide –This year the Visitors Guide is One Thousand Dollars more than previous years. The reasoning for the price increase is more reach, it is magazine spread style, will be focused on the four main groups of municipality, St. Mary's will not be involved. The point is to make the Guide more like a coffee table piece.

Steve asked that if we purchase two thirds page, can it be the top half of the page? Meredith said that she would make sure that happens, she also suggested that we use a different ad, more casual and not so sales like. Maybe an ad that displays the BIA or West Perth. Meredith will supply us with a quote for a new design, as well Brent will help us out with a design.

Motion made to purchase two thirds of a page for _____, made by Steve Walkom, **second** by Joyce Eidt. **Carried.**

Mitchell Advocate- The Gift Guide will be 8 pages this year. BIA will be putting a Christmas Passport in, the passport will consist of getting stickers from merchants on the night of our Street Party. The passports will be dropped off at Valu Mart, and Steve will draw three prize winners on the following Saturday.

There was also a change in the pricing for the Hawks 50th Anniversary. The cost went up Forty Dollars (\$40.00)

Motion made to pay the extra Forty Dollars made by Viola Tyler, **seconded** by Teresa Schoonderwoerd. **Carried.**

Mitchell Scouts- The Scouts are looking for business to sell Cub cars. They are tiny blocks of wood, that people purchase and carve into a wooden car. They then race these cars down a wooden track. This event will take place during the Canada 150 events next year for Canada Day Weekend.

Secretary – Jamie projected all of the secretary reports, to date. Cathy sent an invoice for hours from Alicia and Jamie's hours. There was talk about how this position will be carried on, going forward with the PCVA closing. It will be put into the agenda for December.

Motion to pay invoice to PCVA for Secretary work made by Steve Walkom, **seconded** by Gord Diver. **Carried.**

Business after 6- This month the Business after Six will be held at BDO. Please drop by any time after 6 for a great networking possibility. This is a great way to learn more about BDO, and see their new building.

The next meeting is scheduled for Wednesday, December 14 @6:15 in the Council Chambers. This will be our Christmas Party, so please bring a treat with you to share, and give yourself an extra half hour to mingle with everyone.

Meeting Adjourned at 7:41PM.