

Mitchell BIA Minutes October 12,2016

Mitchell Council Chambers – Municipal Building – 6:15PM

What is it that you think that your business' need NOW. E-mail to info@mitchellbia.ca

Attendance: Meredith Forget, Gordon Diver, Teresa Schoonderwoerd, Heather Bennewies, Viola Tyler, Coralee Foster, Joyce Eidt, Bert Vorstenbosch, Jeff Brick, Jamie Huenemoerder.

Motion to approve minutes Joyce Eidt and seconded by Teresa Schoonderword.

Suggestion by Joyce to send out the minutes earlier because she sends out the minutes to other business' and cannot do so with the minutes coming out so late.

Budget- Budget to actual is here. Question asked; is the two thousand sixty three dollars (\$2263.00) in the food for the cotton candy and popcorn machine? Should this be put into its own category, as it would actually be an asset to the BIA.

Burt imposed the question: What was the biggest message from today? Collectively, the message of trust made clear throughout. Trust is the most important factor in successful business. This is becoming an asset to the smaller companies, because as social media enlarges, big franchise stores are being called out, and have to react as normal people. They are being held accountable for bad practices, and having to defend themselves as any small business would. When they don't they become like a small community, and the business will deplete if the situation is not carried out in proper practice.

West Perth Tourism and Beautification- Joan Tam- Starting Fundraiser for Canada 150. Along with Mitchell Iron Works has created beautiful lawn/ garden stakes. These will be available to anyone in West Perth and surrounding area starting November 30. They will be available once for pre order for Christmas, and then will be available again in the New Year, until the end of June. They will be \$50 taxes included and are available in Red and Black. Please contact the Municipal Building and speak with Christine Baker if you are interested in purchasing.

Perth County Visitors Association- PCVA will be dissolved as of Dec 31, 2016. The Perth County Tourism Alliance will be putting out a new Travel and Tourism guide. This will be magazine size, and will include the Motorcycle Map and Stone House Tour as Tear Outs. The deadlines will be tighter and prices have increase. The Guide will be distributed at all border crossings and en-routes in Ontario. We need to make a discussion as to what we are going to advertise. The advertising for this year will be approximately \$950.00 more than last year. This Tour Guide will be Perth County's main marketing print for the year. This will be put on the agenda for November, as the deadline is December 15th.

Once received, Jamie will send out the ad sizes and prices for the Business'. The Canada 150 Committee will have an up-to-date calendar for 2017, as part of their events.

Meredith is going to attend a trade show in Paris, France, at this show she will be meeting with 22 other organizations to help sell Perth County. These are companies that are looking for sales and distribution centres in perfect locations within Canada. We are located between Windsor and Toronto, and this causes a draw to these types of Business'. Hydro has been an ongoing concern for them. Meredith has also attended shows like this previously, recently in Chicago.

Meredith has been applying for Perth for Youth Project Coordinator Grant. The end game for this grant would be to help through the strategic planning project. It would start in January. Working on ICCI this would be a Grant for Immigration Project. She is also looking at Funding for tourism to help the Forbidden Ride, Wicked Ride, and Straw Bail Tour.

Opportunity Lives Here, is a great way for people to list their Business, an item for sale, or a house or apartment for rent. This is a great network for sharing, so please make sure you are using it to your benefit.

Perth Center for Business having breakfast Oct 24. Will be \$10 per person and great networking opportunity. Perth County is working closely with Center for Business to move these breakfasts around, and get as many people involved as possible.

Mitchell Distrtrict High School was going to tour Cooper Standard and BAM, the school backed out because of Literacy Test. Meredith is going to try to set this up again in November. This was previously done in Listowel, where over 40 High School students toured LTI. The factory is now hiring part time students.

BIA Governance- By-Law and structure are out of date. Where do we go from here and how do we brand ourselves? It's a good time to stop and think about what we need to be focusing on? What is the legislative basis? What limits does it have? What will our relationships with other BIA's look like?

Kay Mathews from OBIAA will be coming to our November 10, workshop. She will help lay the foundation for us to strategically plan and understand our legislature for BIA. We will invite other BIA's from around us and network with the other municipalities. There will be pre-registration, so keep watch for the flyer in the coming weeks.

Social Media Workshop- Working alongside with the Stratford Center for Business, we have planned a Social Media Training. We will be working with Facebook, and learning what the use for this outlet is, along with how to be using it effectively. This training is scheduled for October 20, in the Municipal Building from 6:30PM- 8:30PM. Please bring your laptop as this will be specific to your own Facebook. If you have not started a Facebook account for your business, please join us and we will help you set this up as well. Please do not be shy, this is an event for BIA members only.

BIA Bucks- There were a couple questions posed, including; is there some other way to promote BIA bucks to get a bigger following, and more consumers? The Bucks will be ready to go for November 7, the Advocate was just waiting on an updated list from the BIA on all the members as well as associate members. Will e-mail Cable TV and ask Christine Baker about putting them on the Digital Sign for the week of November 7.

Street Party- Steve hoping to have the pre-ordered Garland available for the storefronts on November 18th. The party will be held Friday November 25th from 6PM-8PM. We will try to co-ordinate this event with the Beautification committee. Looking at booking Santa and Raindeer (Wally Saville). Looked into booking Perth County Pop-Up, unfortunately they are not booking any more event for 2016. Need to look into strategic placement for events so that the flow of traffic goes to both ends of the street. Contacted Jason Uniac about entertainment for the evening, he is going to contact his band members get back to me. Find out from Joan Tam what the details of the lighting of the lights are.

Passport- There was concern of the Passports not being promoted properly or well. People were concerned that we payed a substantial amount of money, and didn't see a return. Unfortunately we have not picked a winner, and was not able to pull up the hashtags to show the members.

Christmas Gala- Burt will help and Gordon as well as part of the committee. The committee will make plans to get together in the near future.

Mitchell Advocate- BIA Bucks will be printed and ready for distribution as according to our November 7 deadline. The Digital campaign is now underway for the entirety of the year. This campaign will focus on BIA Bucks, Christmas Kick off Street Party, and Shop Local. There have been 12,644 impressions won since October 3.

The BIA sponsored gift guide will be distributed November 23. This is a blanket coverage and will go out to every household in West Perth and Seaforth. Pricing and sizes will be available in early November.

Meeting **adjourned** by Joyce Eidt @ 7:50PM.

Next meeting scheduled for November 9, 2016 at the Municipal Building in the Council Chambers at 6:15PM.