

Mitchell BIA Minutes September 14,2016

Mitchell Council Chambers – Municipal Building – 6:15PM

Attendance: Jamie Huenemoerder, Cathy Bieman, Andy Bader, Paul Wettlaufer, Steve Walkom, Viola Tyler, Doug Eidt, Heather Bennewies, Julie Haefling, Jeff Brick, Bert Vorstenbosch.

Motion to approve minutes from August 10, 2016. **Motion** made by Andy Bader, **seconded** by Viola Tyler.

Budget- Jeff sent around actual, to date budget. Christmas BIA bucks have not been printed as of yet. In the Budget, the section titled Street Party has Two Thousand One Hundred and Seventeen Dollars (\$2817.00), Steve asked if the entertainment and street party was a carryover from last year, or if it was from the entertainment from the Street Party in the spring. Andy asked if the Forty Two Hundred Dollars (\$4200.00) in the BIA Bucks portion is for the completed product.

Burt asked if the merchants would like to see the Wood Herons downtown again. Andy said he believes it creates conversation. The municipality didn't want them downtown because they feared they would be the victims of vandalism, but one did get vandalized in the park as of recently. It was in agreeance that we would suggestively like council to consider for the 150<sup>th</sup> Anniversary that we place the Wood Heron Sculptures back downtown. **Motion** to put this suggestion into the minutes made my Steve Walkom, **seconded** by Doug Eidt.

Cotton Candy and Popcorn Machine- Both of these machines can be accessed at the Municipal Building. Call the municipal office if interested in renting. The office staff is aware that the machines are available. There will be a form available at town hall and online.

Business Breakfast- Scheduled Oct 12 @ Community Center. Speaker Saj Jamal is an outstanding speaker. Jeff is openly looking for suggestions on how to shake up the event by using different entertaining techniques or different food styles.

Governance- the Governance committee has been working with Vicki because it is time for a BIA Reset. They are going to run a workshop, using our very extensive network to get this moving forward as soon as possible. They are going to come up with a revision with very tight boundaries; this will ensure that everyone is in agreeance and that everyone understands exactly what the BIA stands for. We came to an agreeance for a two (2) hour session on October 4 @6:30PM in the Upper Auditorium in the Municipal Building. Dinner will be provided, and they will try to make the workshop as exciting and engaging as possible.

Motion made to spend up to \$125.00 for food and drink for the Networking Event. **Motion** made by Paul Wettlaufer, **seconded** by Andy Bader.

PCVA & Economic Development– Youth attraction has been modified, there has been a push to create a team and the project will run in early January of next year. The Economic Development is looking into possible available grant money for the Canada 150 committee. Youth Strategy Roundtable is Wednesday September 28 @7:30 @ Downie Optimist Community Center in St. Jacobs.

MacLeods Scottish Shop in Stratford is selling Tartans to commemorate the 150<sup>th</sup> Anniversary of Canada in 2017.

PCVA will be merging with the County of Perth, it will be Economic Development and Tourism. Cathy Bieman will still be the Tourism Go-To. There will be self-serve kiosks placed strategically. All printed material will get a re-vamp including the motorcycle map, buy local buy fresh map, as well as the Perth County Tourism Guide. The PCVA will not be able to co-ordinate a secretary position, BIA will need to discuss how this position will be carried on. Meredith and Cathy will alternate attendance to the meetings. Shakespeare Welcome Center will be closing.

CAO Update- Jeff Brick will be off for four- six (4-6) months in the middle of October. Susan Duke will be acting as interim CAO while Jeff is away.

Sideroads- Julie Haefling wanted to know if we would like to purchase advertising in the fall edition of Sideroads. It was decided that we would purchase four (4) blocks, and Julie would sell the page to the BIA members for a discounted rate. Julie will then offer any available spots to other merchants in town. Julie Haefling will send out the final to [info@mitchellbia.com](mailto:info@mitchellbia.com) to be approved.

Motion to purchase the four (4) blocks for Four Hundred Twenty Dollars (\$420.00). Motion made by Steve Walkom, seconded by Andy Bader.

Mitchell Minor Girls Hockey looking for a sponsorship. They are seeding Fifty Dollars (\$50.00) to sponsor a period or One Hundred Dollars (\$100.00) for the game. It was suggested that BIA Bucks be donated for a Raffle Prize, or a couple of businesses go together and organize a basket. It was also suggested that the BIA donate a Five Hundred Dollar (\$500) raffle prize and then the downtown merchants would not be asked for a sponsorship. It was decided that we would discuss this further and then get back to her.

Friday, November 4 is Random Act of Kindness day. Julie Haefling is the Perth County representative. She is currently seeking volunteers to help with the event, and is also looking for a place to kick off and host the event.

Christmas Gala- No update. Moved to next meeting. Steve wondered what the BIA's position is within this Gala. He is concerned that we have no place in this gala, and that we are just there for financial benefit to the small businesses that have always been in attendance to this event. It was further discussed that the idea behind becoming involved with the event was to eventually transform it into a Small Business Awards Gala. The BIA has already committed itself this year, and we need to start moving forward with this.

Christmas BIA Bucks- These will be available starting November 7, until December 19. It was decided that we will not extend the sales date of the Christmas BIA Bucks. Andy will send out an approval to print Thirty Thousand Christmas BIA Bucks.

Laptop- It was lightly discussed, some members felt that the employee hired for the BIA be responsible for using their own personal laptop, and others felt that it would be within the BIA best interest to have their own laptop. This led into further discussion about the need for staff assistance for the BIA. We decided that this is something that should be put into the governance under a new structure. A BIA Letterhead will also be put into the governance as well as the Downtown Mitchell BIA name.

Monthly Write Up- Burt sent out a letter, and will submit to the paper. The article is pertaining to the downtown revitalization, and how life as a merchant has been a year after the downtown construction.

Tim Hortons Sign- Burt sent out an e-mail with an invoice to all the business. It was discussed that only BIA and Associate Members are allowed to advertise on the sign. It was suggested that if any other local business wants to advertise, that they become associate members.

Business after 6- This month the Business after 6 will be held at the Municipal Building. This will take place on Tuesday September 27 at 6:30PM.

Passport- Schneider's Computing sent the BIA an invoice for the printing of the passports for Three Hundred Sixteen Dollars and Forty Cents (\$316.40).

Motion made to pay Schneider's Computing \$316.40. Motion made by Steve Walkom, seconded by Doug Eidt Steve motion to pay it Doug 2<sup>nd</sup>.

Jamie will contact Brent about the passport winner.

Downtown Christmas Kick Off- The date for the downtown Christmas Party was set for Friday November 25. This will be discussed further at the October meeting.

Perth Economic Development meeting joined our meeting at 7:45. Brianne Stafford with Perth Community Futures Development and Holly Mortimer from Stratford Center for Business made presentations.

Meeting was adjourned @ 8:12PM.