

**Mitchell BIA Minutes**  
**May 13, 2015**

**Attendance:** Steve Walkom, Melissa McGoldrick, Joyce Eidt, Cheri Bell, Heather Ward, Doug Eight, Paul Wettlaufer, Joe Klumper, Karen Klumper, Karen McLagan, Bert J , Carolyn Deck, Greg Deck, Kristin Sainsbury, Angela Weleer, Coralee Foster, Viola Tyler, Cherie Gethke, Brent Schneider, Walter McKenzie, Mary-Katherine Whelan, Cathy Bieman, Gus Eyers, Jackie McKee

**Call to order – 6:17**

**Business from the Minutes**

**Motion was made by Joyce Eidt to approve the minutes from the April 8, 2015 meeting.**

**Seconded by: Cheri Bell**

**Carried**

**Conflict of Interest - None Declared**

**Financial**

Karen McLagen provided an updated budget to the members, the only activity from last month was the purchases of BIA dollars, and the expense of the domain and website maintenance.

**Discussion**

**Snow Removal Update**

Steve has not heard back from two contractors since he first spoke to them in February. The topic should be readdressed at a future meeting.

**BIA Website / Facebook Page Web Traffic Activity Update**

Brent Scheider provided BIA members with a report on the recent web traffic activity on the BIA website. There were over one million unique hits to the BIA website in April (1,422,413), likely directed from the BIA advertising on the Mitchell Advocate website and from Google searches. The unique hits to the website were up dramatically from the numbers in March (170,641) and currently the hits to the website in May are at 890,167.

Brent explained that because the new BIA website is search optimizable and mobile friendly, it is listed higher in google search results. Some members voiced concern about the high spike of website activity and asked Brent to have google analytics setup on the website to gauge which pages are getting the most hits, the length of time users spend on the pages and if they are unique, new or returning visitors. Brent will set up google analytics and report next meeting on the web traffic activity.

Members also discussed utilizing the website and facebook to update BIA members about construction, and any progress made.

### **Christmas Party/Gala Update**

Cheri Bell reported that there are no updates or changes from last month about the Christmas Party/Gala.

### **Streetscape Plan Update**

A public meeting was held on May 13<sup>th</sup> and an update will be provided at the next meeting. Information will be circulated to BIA members prior to next meeting.

Some members discussed the idea of having a slogan like “Downtown is Open for Business During the Construction” put on the electronic sign in town, and that businesses should keep a positive attitude and encourage people to keep visiting throughout the construction period. Joyce Eidt spoke about what Wingham did during the construction of their downtown – they had a couple of BBQ’s, t-shirts made up, door prizes etc. to bring people out downtown. They also had block captains to field questions/comments/concerns from the public which would be brought to the foreman and relay information back to the public.

There was also discussion about submitting new advertising material for the Advocate earlugs and a boost post on Facebook about it, it was decided to talk more about this at the next meeting.

### **Other Additions:**

#### **Economic Development Study**

Cathy Bieman discussed the University of Waterloo Economic Development program and suggested that she could put together a proposal about how businesses in Mitchell will be affected by the construction for the Streetscape project and the advantages and disadvantages of the project.

The Economic Development Program at the University of Waterloo is a professional development certificate program offered, and brings a wide variety of experiences from other professionals who’s communities have undergone similar challenges and what strategies worked best in their communities. Cathy will present this proposal which will be graded, Steve Walkom will be attending the presentation on May 28<sup>th</sup> and will send him more information. The BIA needs to have someone available to tour around the town – Karen was asked to speak to the representatives from the program.

#### **Forbidden Ride**

The Forbidden Ride will be in Mitchell on Friday May 22<sup>nd</sup> from about 6:30pm-8:30pm and will be setup by the post office. A mock accident on Quebec and St. Andrew Street will be setup to promote Motorcycle Awareness week and the street will be closed for this. The Lions club will be there providing the BBQ, there will be a Shown n’ Shine, and a DJ will be setup for entertainment

#### **BIA Garage Sale ad for advocate**

Melissa McGoldrick asked BIA members if Corn Daze was still happening as she wanted to include information about it in the Garage Sale Day ad that the Advocate will be printing. BIA members discussed if the construction will impact Corn Daze and whether or not there will be appropriate downtown space to have Corn Daze. Members agreed to leave the Corn Daze out of the Advocate advertising for the Garage Sale Day and will be discussed further at the next meeting. Members also noted that the Grizzlies Ball Tournament is still happening that weekend.

### **Perth County Video**

Kristin Sainsbury and Kathy Bieman wanted to present a new promotional video for Perth County – which will be presented at the next meeting.

### **Adjourned**

***Cheri Bell made motion to have meeting adjourned at 6:57pm.***

**Next meeting: June 10, 2015**