

**Mitchell Business Improvement Area Minutes  
Wednesday December 13<sup>th</sup>, 2017, 6:15 PM  
West Perth Council Chambers**

**Board of Management Members in Attendance:** Doug Eidt, Cheri Bell, Heather Bennewies, Brent Schneider, Steve Walkom, Bert Vorstenbosch Jr.

**Members:** Coralee Foster

**Regrets:** Gordon Diver

**Others in Attendance:** Jeff Brick (Recording Secretary), Sarah Franklin (County of Perth)

1. **Call to Order** – Chair Bert Vorstenbosch called the meeting to order at 6:21 PM
2. **Confirmation of the Agenda** – Two additions as follows:
  - a. Cheri Bell – Salt Bins
  - b. Heather Bennewies – On-line meeting options
3. **Disclosure of Pecuniary Interest and the General Nature Thereof** – Brent Schneider declared a conflict on a specific item discussed in Agenda Item 6
4. **Approval of the Minutes** – The Minutes of the November 8, 2017 meeting were circulated in advance of the meeting

**Moved by: Brent Schneider**

**Seconded by: Cheri Bell**

That the Minutes of the November 8<sup>th</sup>, 2017 meeting of the Mitchell BIA be approved as presented.

**CARRIED**

**Business Arising from the Minutes:**

- a. None

5. **Correspondence** – Chair Vorstenbosch noted that the Ontario Business Improvement Area Association (OBIAA) Membership Renewal Notice was received. The members discussed the merits of continued membership with OBIAA.

**Moved by: Steve Walkom**

**Seconded by: Cheri Bell**

That the OBIAA Membership for the Mitchell Business Improvement Association be renewed for one year.

**CARRIED**

**6. Financial – Budget to Actual:**

The Budget to Actual report was reviewed. A copy is attached. Steve Walkom inquired about the item on the report identified as “Stay Up to Date.” Jeff Brick indicated that he would look into this and provide a reply at the next meeting.

Brent Schneider advised that it was necessary to extend the security on the BIA Website for six months at approximately \$40/month. He declared a conflict on this matter and did not participate in the vote.

**Moved by: Doug Eidt**  
**Seconded by: Heather Bennewies**

That the security on the Mitchell BIA website be extended for six months at a cost of approximately \$40/month.

**CARRIED**

The members had a discussion about the 2018 budget. Jeff Brick noted that BIA members should be prepared to have a discussion on the 2018 BIA budget at the January and February meetings and that the budget would then be approved by the BIA at their Annual General Meeting on March 21, 2018. Jeff noted that the AGM will not involve an election as the Directors elected at last year’s AGM are elected for the term of Council. Therefore, the next election will be at the 2019 AGM. Jeff also noted that the 2018 AGM agenda could include a presentation of highlights from 2017 and an update on the Strategic Planning process in addition to the 2018 budget approval. The agenda for the AGM should be discussed at the January and February meetings.

**7. Strategic Plan / Administrative Job Description**

Jeff Brick advised that he did not have an update on the Strategic Plan. He will get an update from Vicki Lass and report back at the next meeting. Jeff also advised that he would investigate options for a job description and hiring arrangements for a BIA assistant and report back at the next meeting.

**8. Committee Reports**

a. Marketing Committee – Chair Vorstenbosch provided an update on the survey results. He noted that the responses are very low at this point and he

encouraged Board of Management members to be sure to complete the survey.

An update on BIA Bucks sales was sent by Gordon Diver prior to the meeting but it did not get presented at the meeting. The update was re-sent to Board of Management Members the next morning. The update is included in these Minutes for information. Gordon's email indicated the following "As of today (December 13, 2017) we have sold 2649 BIA bucks. We're on the right path and will be doing daily Facebook reminders from now until the 22nd."

- b. Events - Cheri Bell advised that one community member had nominated a business for the recognition that will be given at the Gala. She also noted that based on feedback and ticket sales due to the busy schedules at this time of year, the Gala will be moved to the first Saturday in April (April 7, 2018). The nominations process will be kept open.
- c. Education – Heather Bennewies advised that the education session on Fire Safety and Energy Efficiency provided very good information for BIA members. The turnout was lower than hoped but this session should be offered again as it is very relevant for BIA members. Heather went on to note that any business should be considering a preventative fire inspection as this allows for advance planning which is better than reacting to an event. The next event is tentatively planned for February and it will cover Economics and Hearing.
- d. Membership Committee – Steve Walkom had nothing to report.

**9. Membership Issues/Concerns – none raised**

**10. Council Liaison/CAO updates – Doug Eidt/Jeff Brick**

Jeff Brick indicated that 2017 was a particularly busy and successful year for the Municipality. He noted that significant effort was expended on industrial land planning in 2017 and that it is anticipated that the focus for 2018 will shift finding ways to support and encourage residential development. Jeff also mentioned that the Administration Campus Feasibility Study is under way and that this study is considering options for additional consolidation of municipally owned space.

Doug Eidt mentioned that the BIA may want to encourage the Municipality to consider whether or not to eliminate or phase out the vacancy rebate. The approach would need to be set by the County. Jeff Brick advised that he would do more research on this matter and it could perhaps be presented at a future meeting.

## **11. County Update – Sarah Franklin, Tourism Specialist, County of Perth**

Sarah Franklin advised that Perth County hosted two travel writers in November:

- i. Colleen Isherwood, the Editor of the Canadian Lodging News ate at the Rose and Crown and stayed at Windbreak Farm in West Perth. Article Link: <http://canadianlodgingnews.com/lodging/news/marketing-stratfords-back-garden>
- ii. Ayngelina Brogan from Bacon is Magic stayed at Windbreak Farm and ate at both Hicks Café and the Rose and Crown. Article Link: <https://www.baconismagic.ca/canada/perth-county-food/>

Sarah also advised that the #ProsperinPerthCounty youth attraction/re-attraction profiles are out. The goal of the program is to encourage youth and young professionals to build their life in Perth County. All profiles can be found here: <https://www.perthcounty.ca/en/doing-business/prosper-in-perth-county.aspx>

The Winter issue of the Opportunities Newsletter from Economic Development & Tourism is out. The newsletter can be viewed on-line at: <https://www.perthcounty.ca/en/doing-business/resources/files/PCED-News-1718-Winter-D4.pdf>

To sign up to receive the quarterly newsletter, click here: [https://visitor.r20.constantcontact.com/manage/optin?v=001fF7rnlqcTi9UQV8LZEF7Nrc5o9WqWLPnJml\\_mgu5Y1Xga-NtWTzjDuUVzjWcJlrfBW-f7p31WAwlvzjlkCujFbX6eDLQJBchnaCPw\\_2NR8%3D](https://visitor.r20.constantcontact.com/manage/optin?v=001fF7rnlqcTi9UQV8LZEF7Nrc5o9WqWLPnJml_mgu5Y1Xga-NtWTzjDuUVzjWcJlrfBW-f7p31WAwlvzjlkCujFbX6eDLQJBchnaCPw_2NR8%3D)

## **12. New Business**

Two items were raised under new business:

- a. Salt Bins – Cheri Bell raised a question about the possible role of the BIA in organizing a salt bin program for the BIA area. It was discussed that this would have the potential to allow for a better distribution of the salt bins, a fair distribution of the costs and the choice to use de-icing material that will best preserve the new concrete sidewalks. This discussion evolved into a discussion about the option of having coordinated snow removal for the BIA area. Benefits of a coordinated snow removal approach could include consistency in terms of timing and quality of the clean up. Some examples of why this would be an improvement were cited. Based on the discussion, two Board of Management members volunteered to investigate options and report back to the BIA with options in time for consideration in the 2018 budget process.

**Moved by: Brent Schneider**  
**Seconded by: Cheri Bell**

That Brent Schneider and Steve Walkom investigate options for coordinated salt treatment and snow removal programs for the BIA area and report back to the January or February BIA meeting in order for this to be considered for the 2018 budget process.

**CARRIED**

- b. Options for On-Line Meeting Participation – Heather Bennewies noted that some Boards use on-line streaming of their meetings as a way of improving communications with stakeholders that are not always able to attend the meetings in person. She noted that <https://www.zoom.us/> is a service that she is aware of. Members agreed that there would be benefits to such an option but that technical requirements would need to be explored. It was also noted that with the changes to the *Municipal Act*, on-line participation in meetings by Board of Management Directors could be permitted in the future with amendments to the BIA By-Law. On-line participation is still limited in some ways including counting toward quorum and voting privileges. The consensus was that the Members in attendance are interested in options for expanding the audience of their meetings and that this could be explored further in the future.

**13. Next Meeting** - Wednesday January 10, 2018 at 6:15 PM at the West Perth Council Chambers

**14. Adjournment**

**Moved by: Doug Eidt**

That the December 13, 2017 Mitchell BIA meeting be adjourned at 7:39 PM.

**CARRIED**

**Attachments:**

1. Budget to Actual for the period ended Dec 12, 2017