

**Mitchell BIA Minutes
April 12, 2017 @ 6:15PM
Municipal Council Chambers**

Attendance:

Board of Management: Bert Vorstenbosch Jr., Brent Schneider, Cheri Bell, Doug Eidt, Gordon Diver, Heather Bennewies, Staff: Jamie Huenemoerder

BIA Members: Alison Fuller, BDO, Municipal Representatives: Jeff Brick, , Sarah Franklin, Perth County Tourism; Hannah Conroy and Kim Leach, Perth County Economic Development
Regrets- Steve Walkom (Board), Paul Wettlaufer (BIA Member,

Introductions and Declaration of Conflicts:

Motion: To accept agenda format by Cheri Bell, seconded by Heather Bennewies.

Carried

Gordon Diver declared conflict with a Post Media bill to be paid

Motion: To approve minutes from March 29, made by Heather Bennewies, seconded by Cheri Bell.

Carried

Business arising from the minutes:

There was an email sent enquiring about the purchase of the Legion banners for Remembrance Day that was passed at the March meeting. After discussion it was decided that Jeff would be in contact with Mike Kramer about the situation. Also, Gordon will be in contact with Steve, to get an update on the Legions progress.

Dublin Lions club expressed that they will no longer continuing as members.

There were two outstanding bills to be paid. An invoice for Post Media for 242.95 to be paid, and an invoice from Schneider Computing for 96.05.

Motion: To approve outstanding invoices made by Heather Bennewies, seconded by Doug Eidt

Carried

Updates:

Vikki Lass is willing to come help with Strategic Planning Procedure on Wednesday June 19. Bert will be confirming a time.

Doug Griffiths will be speaking on May 16 @ 7:00PM at the Community Center. He will be speaking about 13 Ways to Kill Your Community. All BIA members are encouraged to attend and ideally bring a guest. To encourage involvement, it was suggested that the BIA consider offering all BIA Members a discounted ticket price of 50% off, on the first 50 Tickets. Discounted tickets can be purchased via the Municipality.

Motion: To provide BIA members an opportunity to purchase a discounted ticket at 50% off, the BIA will subsidize the difference, on the first 50 tickets purchased (limit of two per business). Motion made by Heather Bennewies, seconded by Cheri Bell.

Carried

Tourism And Perth County Economic Development Update:

Sarah Franklin and Kim Leach gave us an update on what projects Perth County is undergoing. Please follow @perthcotourist on Facebook, Instagram and Twitter for up to date information on what the County is doing. Also, www.ontariotravel.net offers free business listings, please list your business on here.

Joint Committee Meeting will be held on April 20th

An advertising plan for the remainder of the 2017 year was presented by Gordon on behalf of the Mitchell Advocate, including a mix of print and digital properties.

Motion: To accept the proposal as presented by the Advocate; made by Brent, seconded by Cheri.

Committee Reports:

- *Marketing* – Gordon Diver- Social Media Policy for Board and media committee members, for consideration and future discussion. Committee members that have agreed to help out include; Cathy Hutson, Windbreak Farms (Associate), Erin Gorse, Erin Lisa Photography (Member). We'll be looking to add at least one more person.
- *Events* - Cheri Bell- Send out email to see if there is interest in the Garage Sale Day. Cheri is open to any events that the BIA Members or public has to suggest.
- *Education* – Heather Bennewies- Nothing to report
- *Membership* – Steve Walkom- need updated member list. Brent suggested that the BIA Brochure be updated this year.

BIA Bucks will have a finalized report that will be sent out separately.

The following is a report from the Speed Spy project done by the OPP:

- Constable Jason Mc Taggart presented the results to Police Services Board on March 22nd
- The Speed Spy was erected on Ontario Street in front of Valu Mart from February 14 – 16
- Over this time, a total of 3745 vehicles were measured with an average speed of 55 km/h in a 50 km/h zone
- A total of 84% of the vehicles were travelling at 60 km/h or less.

Next Meeting Date May 10 @ 6:15 at Municipal Council Chambers

Motion: To adjourn meeting at 7:40PM made by Cheri Bell.